DEBARTMENT

# COCETA SING

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SEE COVER STORY PAGE 99

JUNE 1947

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ATINGS







YES

As specialists in developing and applying adhesives made from every available base, we are in the unique position of being able to deliver the exact types of adhesives needed to do any packaging and shipping job — *completely and successfully!* 

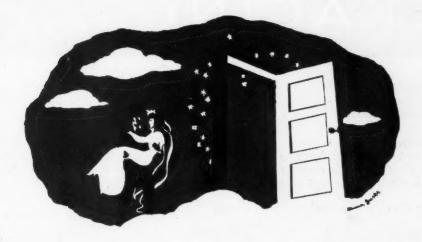
Address: 270 Madison Avenue, New York 16; 3641 So. Washtenaw Ave., Chicago 32; 735 Battery St., San Francisco 11; and other principal cities. In Canada: Meredith, Simmons & Co., Ltd., Toronto and Montreal. In England: National Adhesives, Ltd., Slough.







EVERY TYPE OF ADHESIVE FOR EVERY INDUSTRIAL USE



## for better

This is the month when many a man and maid take each other for better and forever. Some say man leads the way down the bridal path. Others say that when a sweet little package sets her cap for a likely prospect, it's all over but the wedding march from Lohengrin.

We say a neat glass package can set its cap to woo and win prospects, too; especially if its cap is the C T. As originators of the C T Cap (less familiarly known as the standard shallow continuous thread cap) we confess a natural prejudice in its favor. But many of the ladies, who middle-aisle and side-aisle it through retail shops every day, have expressed similar favoritism.

They say a product packaged under a continuous thread cap has a better chance of winning their selection than one which is not.

And why not? The continuous thread cap (or C T Cap) is the most familiar metal cap of all. Its construction serves as opening instructions for the package. Removal leaves it undistorted and undamaged. And it is as positive and protective a reseal as it is a seal.

If a continuous thread cap—the Phoenix C T, for example—can help a product woo and win the ladies; if it can help move goods off the shelf and into the home, that is the cap to choose and use . . . to take for better and forever.



#### PHOENIX METAL CAP CO.

2444 W. Sixteenth St., Chicago 8 3720 Fourteenth Ave., Brooklyn 18

USE

## PACKAGING

VOLUME 20

NUMBER 10

**JUNE 1947** 



#### GENERAL

## This low-cost device for impulse selling has thousands of uses; with counter space at a premium, it deserves the best of planning.

#### This month's Cover Package 98

## Flexible vacuum package A significant newcomer, promising vacuum protection to food products at low cost, reaches the stage of market testing by a leading packer.

## Automatic machine for making set-up plastic boxes 102 Long-discussed development that may radically lower cost of transparent containers; turns out 1,000 boxes an hour from roll acetate.

Flowers for all	110
	pre-packaged cut flowers
	for mass merchandising
requires study of th	eir packaging needs. By
ALEX LAURIE and W	ILLARD BRYANT.

To core and an account			_	
Family reunion			1	18
Seamless Rubber	Co.	launches	program	of
brand reclassificat	ion fo	r 2,200 pr	oducts, ty	ing

## lazor edge With its new plastic packages, Gem takes a

vanguard position in highly competitive field.

Western style		124
		delicacies direct to
		variety of re-use
containers to r	provide indiv	iduality.

Kleenex purse pack	1	27
New cellophane wrap with tear-tape	slot	for
dispensing fills a long-felt demand.		

A	hallmark for		128
	Stylized "R" is	employed	as a trademark in a
	modern manner	reflecting	quality reputation.

Packaging	Pageant	130

Up	from the barrel 13	
	Distinctive new labels unifying a varied foo	00
	line cap the success story of a company who	
	founder 60 years ago was the first man to pumolasses in a can.	u
	molasses in a can.	

## One-brand labeling Red & White voluntary grocery group adds more items to its simplified new package family.

New script for Scripto	138
Simple trademark that expresses	
product keynotes a bright new pac	kage design

Display	Gallery	140
~ -	•	

## Prize-winning shipping packs Industrial packaging engineers pin ribbons on best examples of their art; simplicity, economy and protection exemplified by winners.

Plastic pencil	case				144
A molder, la					
annlies engin	eering k	now-h	ow	to box ma	king.

#### TECHNICAL

Odor transmission	147
Physical chemistry of odor transfer i	n packag-
ing materials and suggested methods	s of meas-
urement. By Lucius w. elder, Jr.	

Re	bot for register	150
	A mechanical brain that anticipates	error and
	holds high-speed multicolor printin	g within
	0.001-in. limits; servo-mechanism h	as man
	possibilities By JOHN W LUDWIG.	

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The Miles Laboratories, Inc., of Elkhart, Indiana, Manufacturers of such famous products as Alka-Seltzer, One-A-Day Brand Vitamins and Nervine (pictured above) are just one of the long list of outstanding nationally known manufacturers who are cartoning their products on the Type 23 Redington High Speed Continuous Loading Cartoning Machine.

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158

166

170

174

Bottles, after they have been filled, capped and labeled, are discharged directly onto the intake belt of the Redington machine. They are gently transferred and lowered into pockets of intake conveyor. Machine feeds a circular from its magazine, folds it three times parallel in the long dimension and places it over top of bottle from side to side. Collapsed carton is fed from magazine, expanded, bottle with circular is inserted into carton and carton is closed by tucking in end flaps. Machine is also equipped with code dating device which impresses code

into flap of carton with hardened steel stamp. machine also spot glues bottom tuck flap on large carton preventing any possibility of bottle dropping through bottom.

The usual Redington features are found in this machine, including continuous loading mechanism, skip carton mechanism, turned and ground shafting, self-aligning roller bearings, vari-speed drive and other typical Redington developments that result in high efficiency and long life durability.

Machine is instantly ready for processing new size by simply moving numbered parts to proper markings, and can be adjusted to carton packages as shown above in  $1^1/2$  and 8 ounce sizes.

Solving packaging problems has been the foundation of our fifty years in business. We cordially extend this service to you.

F. B. REDINGTON CO. (Est. 1897) 110-112 S. SANGAMON ST., CHICAGO 7, ILL.



AUTOMATIC CARTONING . WRAPPING . SPECIAL PACKAGING



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#### A TIME FOR ACTION

EMBERS OF the National Paper Box Mfrs. Assn. meeting in Atlantic City last month got some straight-from-the-shoulder advice from their president, Walter P. Miller, Jr. What he said can well be pondered by everybody in packaging.

If package suppliers are to retain the present high volume so painfully built up in a dislocated postwar economy, Mr. Miller warned, "we must serve our market at a price which is economically sound—a price at which the use of our products will be profitable to our customers." Volume has already decreased in many lines, he said, because "there have been too many examples of prices which have taken advantage of existing scarcity . . ."

Mr. Miller put his finger on the vicious situation that threatens us when he said: "As general volume drops off, our costs will rise, for overhead will then be carried on the backs of fewer orders." Price reductions then would no longer be possible.

The packaging price situation is spotty. In some items an outstanding job of price self-control is evident—in others the upward spiral has been scandalous. In a great majority of cases the volume attained in the last few months makes feasible and sensible a price reduction now.

We at Modern Packaging believe that quick, voluntary action is the only insurance against a serious setback. Our own business department, with a highly satisfactory volume of advertising, has just announced a reduction of space rates. Of course, that step carries little weight in the nation's total business, but the point is that even the smallest concerns can help in a voluntary campaign to reduce prices to levels that in the long run will insure steady activity and sound profits.

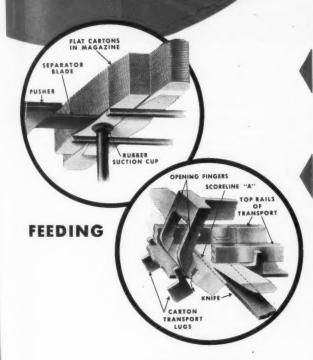
Volunteer now for price reduction!



The Editors

JUN

Only
the finest car
can give you
the lowest
cartoning
cost



**OPENING** 

Jones Cartoners give you long, uninterrupted runs at high speeds — give you lowest cartoning costs. The first step — properly feeding and opening the carton — is basic in securing long, profitable runs. All subsequent operations depend on doing these first jobs right.

This patented mechanism guarantees infallible feeding. The bottom carton is separated from the stack by positive suction and fed horizontally by the separator-pusher. No chance of missing a carton or feeding more than one.

Without further handling, carton is opened positively by mechanical motions. While the knife enters to support the carton, fingers move down and open it. The carton can never collapse. Normal carton variations—flexibility of board, moisture content, imperfect scoring or die-cutting, excess glue—cannot cause failure. Expensive, special cartons are unnecessary.

Jones' method of carton opening is but one of many superiorities that guarantee long, uninterrupted runs at high speeds—give you lowest cartoning cost. Compare your present cartoning methods with Jones Cartoning. Write today for complete information.

## R. A. JONES & COMPANY, INC.

P. O. Box 485

CINCINNATI OHIO

THE MAJORITY OF AMERICA'S CARTONED PRODUCTS ARE JONES CARTONED

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### A TIMELY THOUGHT

FEAR knocked at the door.

FAITH answered

it.

NO ONE was there.



PASSED ALONG BY



MAKERS OF

## FOOD PROTECTION PAPERS

Parchment · Greaseproof · Waxed · Special Treated

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT . KALAMAZOO 99 . MICHIGAN
BRANCH PLANTS: DEVON, PENNA. . HOUSTON, TEXAS

JUN

## HYCAR AMERICAN RUBBER LATEX a new material for paper impregnation

YCAR latex, when used as an impregnant for even inexpensive papers, imparts to the papers many desirable properties not readily obtainable with other impregnants.

Tear and wet strength are very considerably increased. Resistance to oils, chemicals, aging, and flexing are added in very desirable degrees. HYCAR-impregnated papers may then be coated with any one of a number of coating materials to impart additional properties.

Potential applications for papers of this sort range from gaskets to leather replacement materials, shelf paper to floor coverings, wallpaper to insoles.

HYCAR latex is very easy to use. No vulcanization is required. Normal drying times are used. And in latex form HYCAR is an inherently safe material to handle. No solvent system is needed even when HYCAR latex is used as a coating material.

We would be glad to work with you on any problems relating to the use of HYCAR latex. For more information, please write Department HI-3, B. F. Goodrich Chemical Company, Rose Building, Cleveland 15, Ohio.



#### Goodrich Chemical Company THE B. F. GOODRICH COMPANY

GEON polyvinyl materials • HYCAR American rubber • KRISTON thermosetting resins • GOOD-RITE brand chemicals

NG

it's what you PUT ON that counts .....

## P.F. BEAUTY COTE



the Perfect Finish for COATED STOCKS

Gives HIGH SUPER-LUSTRE!
WATER PROOF!
GREASE PROOF!
ALCOHOL PROOF!
SCUFF PROOF!
Won't chip, crack or peel!

Try this new super-coating process, owned exclusively by us. It gives labels, packages, inserts, displays, etc. new stepped-up color brilliance...top sales appeal ... maximum protection against rough handling.

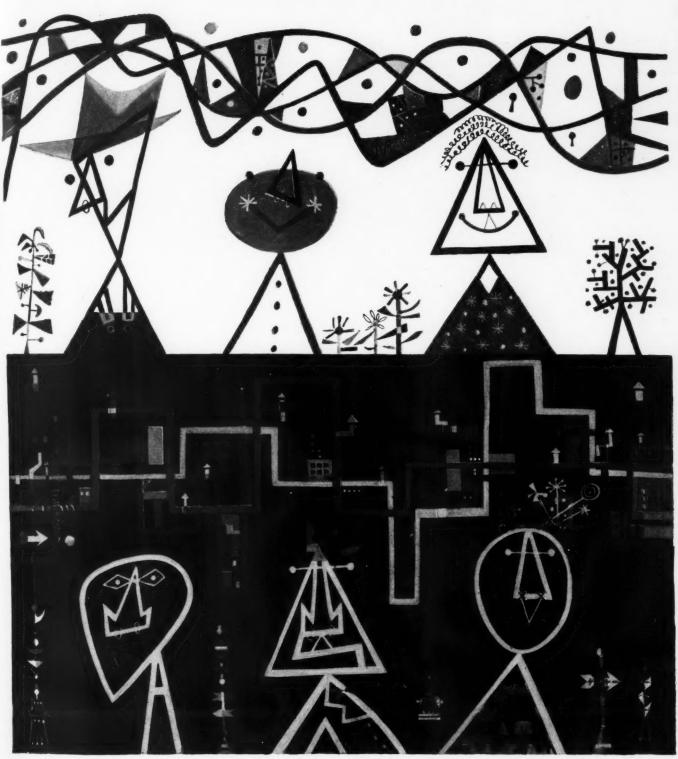
**SEND US FLAT SHEETS!** We'll P.F. Beauty Cote and return promptly. You'll see what a difference this process makes. Send sheets today.

We are also specialists in lacquering and varnishing. M. F. and OFFSET PAPERS no problem!



613 WILLIAM STREET . BALTIMORE 30, MARYLAND

JUN



Artist - Jerome Snyder, native of New York

NEW YORK-annual purchases: \$7% billion-mostly packaged.

CONTAINER CORPORATION OF AMERICA



Save Waste Paper

JUNE 1947

GING

## Esmand



The true test of your, or any, package is in its performance before the consumer audience... in its ability to consistently compel attention by actively competing on the shelf for its share of the spotlight! Packages by Milprint are created by experts in every field—men who know your particular merchandising problems—men who

are backed up by a wealth of materials and facilities in every phase of flexible packaging. Every Milprint package is designed to be a shelf-success—a self-selling, eye-appealing, hard-working salesman for your product—playing a demand performance for a larger share of the consumer dollar!

PACKAGING HEADQUARTERS TO AM

## PERFORMANCE



#### MILPRINT PACKAGES INCLUDE...

is and

aging.

ealing,

arger

Frinted Cellophane, Pliofilm, Glassine, Aluminum Fail, Cellulose Acetate, Vinyl, Coated and Laminated Papers in all forms, including Sheet Wraps, Roll, Pouches, or Specialty Bags, Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.

SALES OFFICES IN ALL PRINCIPAL CITIES

### MIPRINT PRO.

PACKAGING CONVERTERS . PRINTERS . LITHOGRAPHERS

plants at

Milwaukee, Philadelphia, Los Angeles, San Francisco, Tucson, Vancouver, Washington

General Offices: Milwaukee, Wisconsin

Mills at De Pere, Wisconsin

TO AMERICAN INDUSTRY

Graftsmanships



## NOBLE



ESTABLISHED 1876

Manufacturers of

JEWELERS' FINDINGS AND SOLDERS

PRESENTATION BOXES

TROPHIES • MEDALS • BALL CHARMS

F. H. NOBLE & COMPANY 559 West 59th Street Chicago 21, Illinois



#### Arntub the mark of merit in transparent plastic packaging

"View" to sales is through the eye, of course, and that's why the eye catches, from the sparkling transparency of an Arnrus Plastic Container, the full beauty of your product . . . form-fitted . . . and as fresh and new-looking as the day it left the factory.

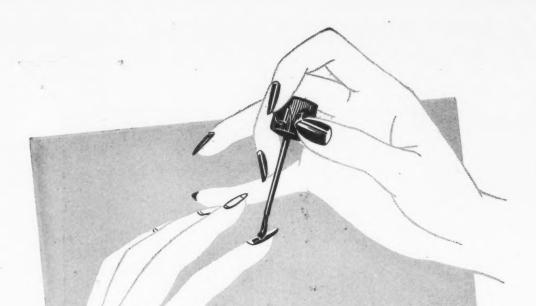
The experience and facilities of Arnrus, a pioneer in transparent plastic

The experience and facilities of *Arnrus*, a pioneer in transparent plastic packaging, is your guarantee of the finest custom-made plastic packaging to win retail cooperation and consumer acceptance for increased turnover.

Enjoy a "view" to sales . . . and enjoy it more . . . with the economy and quality of plastic packaging by *Arnrus*. Write today for information.

IT'S RIGHT IF IT'S Arnrub





### Correct . . . . RIGHT TO THE FINGERTIPS

when the Container is by CARR-LOWREY

Carr-Lowrey's familiarity with the glass packaging problems of cosmetic manufacturers is the result of over 58 years of experience gained in working closely with the industry.

The superior craftsmanship developed through this experience qualifies us to execute unusual designs with an exceptional degree of fidelity . . . to work with manufacturers in producing the most beautiful containers possible within a commercial price range.



Factory and Main Office: BALTIMORE 3, MD. • New York Office: 500 FIFTH AVENUE (18) • Chicago Office: 1502 MERCHANDISE MART (54)

OPAL JARS . HANDMADE GLASS BOTTLES . MACHINE MADE FLINT GLASS BOTTLES



#### FOLDING CARTONS

PAPERBOARD
LAMINATED
FOIL
COATED
ACETATE

In stores from coast to coast, on shelves, counters and display racks, you see more and more products packaged in United's Folding Cartons. There are two principal reasons for this. One: because every day more manufacturers recognize the great advantages of our fully integrated production; two: because our cartons stand out everywhere and command more attention. Let United's sales-trained package engineers speed up your sales and increase your profits. Ask for details.

UNITED PAPERBOARD CO.

285 Madison Avenue . New York 17, N. Y.

Board Mills: Lockport, N. Y.; Thomson, N. Y.; Urbana, O. Carton Plants:

Victory Mills, N. Y.; Syracuse, N. Y.; Brooklyn, N. Y.; Cohoes, N. Y.; Springfield, O.

FROM PULP TO PACKAGE





PLANNING



LAMINATING



PRINTING



PACKAG

HEEKIN WHITES
HEEKIN REDS...

ALL HEEKIN COLORS

Are all famous when lithographed on your metal container by HEEKIN EXPERTS



With Harmonized Colors
THE HEEKIN CAN CO. CINCINNATI 2. OHIO



## MADE FOR MEN WHO WANT THE BEST and PACKAGED THAT WAY TOO!

The Schoenberg Plymouth Shaving Brush is made for people who recognize and demand the best. And Schoenberg packages its quality product in a Shaw-Randall container to please these particular people.

Shaw-Randall designed this shaving brush container for dual use and lasting service. As a display container, the package gives perfect visibility and protection from handling or soiling. The dome cover conforms to the shape of the badger tuft and prevents bending or crushing. Extra heavy acetate makes this a permanent, good looking case that will serve the owner for the life of the brush.

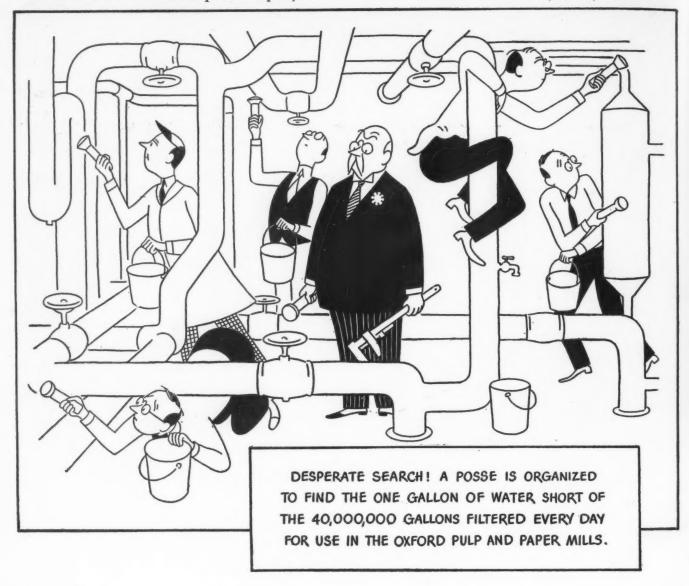
Shaw Randall's complete facilities for originating and producing acetate and set-up box containers can give new value to your product. Let us tell you how we believe your customers can be satisfied.

#### SHAW-RANDALL COMPANY

DESIGNERS AND CREATORS OF VISIBLE PACKAGES

A DIVISION OF THE SHAW-PAPER BOX CO. . PAWTUCKET . RHODE ISLAND

SALES REPRESENTATIVE: FRED MANN & CO., NEW YORK



WHEN the Oxford plant was built at the turn of the century, the site chosen was Rumford, Maine, not far from the famous Rangely Lakes. Here, at the meeting of two rivers, the water supply was big enough to take care of future needs for both power and papermaking.

Not only does papermaking require millions of gallons of water, but this water must be filtered. Our filtering plant at Rumford handles 40,000,000 gallons a day. That's enough water to supply a city about the size of Atlanta, Georgia.

Papermaking also needs vast reserves of the right kind of wood.

Here again the site of the Oxford plant was chosen with a shrewd eye to the future of a growing business. The mill draws on the vast timberlands of Maine, New Hampshire and nearby Canada.

These are but two of the requirements for making quality papers — examples of Oxford's complete facilities for every step from the wood to the finished paper.

These resources, supplemented by endless research, help explain the high quality of Oxford printing papers. Next time, specify Oxford for the jobs that *must* be right. Sold by good paper merchants in the principal cities.



Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

#### OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N.Y.

MILLS at Rumford, Maine and West Carrollton, Ohio WESTERN SALES OFFICE: 35 East Wacker Drive, Chicago 1, Ill. DISTRIBUTORS in 48 Key Cities

JUNE



#### A Lesson in Protective Packaging

All of the Kraft Foods packages shown above contain Alcoa Aluminum Foil. In some of these packages the foil is used as an inner liner, in others as an outer wrap. But in each package, Alcoa Aluminum Foil is used to seal in famed Kraft quality until the package is opened by the consumer.

All Kraft packages are the result of Kraft's carefully integrated 3-way control program. Packages must run the critical gamut of Production, Quality-Control, and Merchandising. When a Kraft Foods package is finally approved—it has everything.

That's significant of the many advantages

of Alcoa Aluminum Foil. Aluminum foil has an MVT (moisture-vapor-transmission) rate of practically zero. It is gasproof, greaseproof, lightproof, and non-toxic. Neither age nor temperature extremes affect its mechanical properties.

It will pay you to investigate versatile Alcoa Aluminum Foil as a packaging medium. Leading package manufacturers, who are experienced in designing aluminum foil packages, will be glad to work with you. For their

names, write ALUMINUM COMPANY OF AMERICA, 2129 Gulf Bldg., Pittsburgh 19, Pa.



MORE people want MORE aluminum for MORE uses than ever

## ALCOA ALUMINUM FOIL

JUNE 1947

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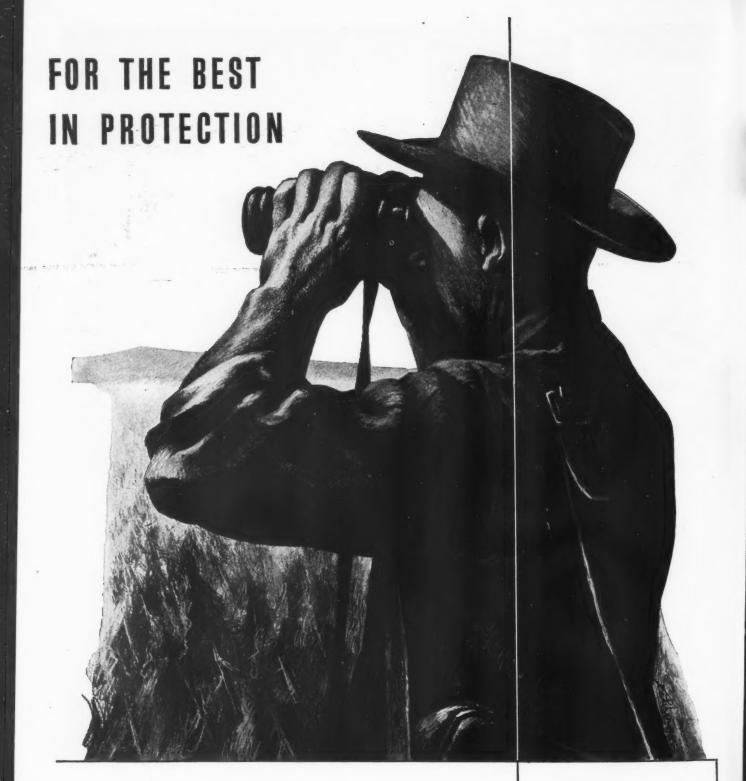
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Protective papers...like the forest ranger...can help to prevent serious losses. That's why leading firms in many fields are now using over 600 different Riegel Papers... each one carefully designed to meet specific needs...efficiently and economically. For protective papers... for special papers of any type... always consult Riegel first.

RIEGEL PAPER CORPORATION . 342 MADISON AVENUE, NEW YORK 17, N. Y.

### Riegel Papers

FOR

PROTECTION • ECONOMY
PRODUCTION EFFICIENCY



Consider

THE bright little "charm" key on this package adds an extra note of individuality ... plus a self-opener feature. And the "Cel-O-Seal" band gives a lot of other extras!

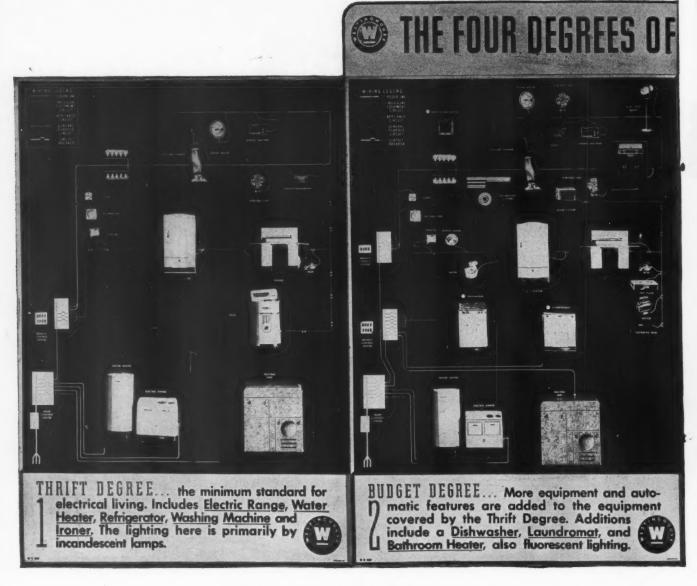
It tops off the package with distinctive color. Add to this the extra protection "Cel-O-Seal" provides against leakage, tampering and contamination, and you can see why "Cel-O-Seal" is the extra touch that means so much to your package!

See for yourself the all-round job performed by "Cel-O-Seal." Just send us a sample of your package. We'll return it promptly, sealed with colorful "Cel-O-Seal." E. I. du Pont de Nemours & Co. (Inc.), "Cel-O-Seal" Division, Wilmington 98, Delaware.

DU PONT "CEL-O-SEAL" BANDS

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY





### Graphic means...

The electrical industry finds itself in an unique over-capacity status, a hypothetical twelve o'clock feller in a nine o'clock town.

Here are the blueprints, production lines, four-color advertisements, expectant dealers and palpitating prospects . . . all set for new major appliances—ranges, heaters, freezers, laundering machines, air conditioning units, powered labor saving devices.

Yet the wiring in many American homes is a 1912 model, designed for 25-watt bulbs... has long been overloaded with appliances.

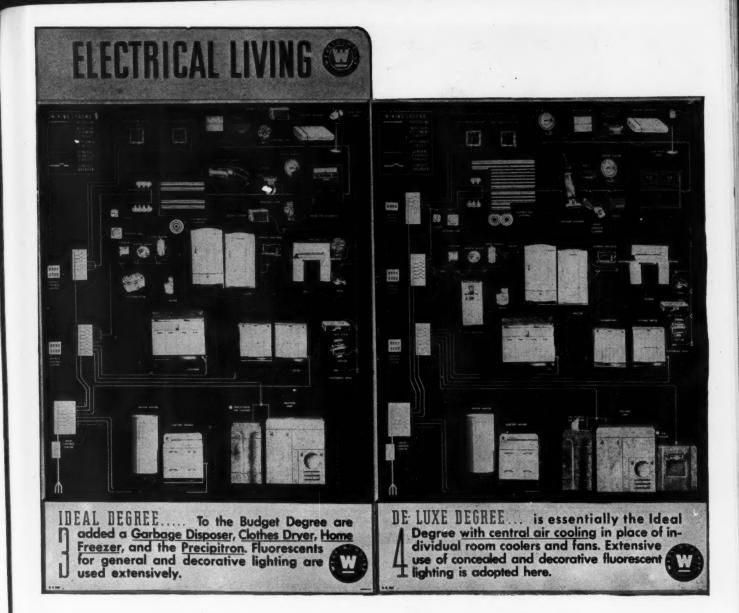
New appliances will blow fuses, increase fire risks, cause current failure...a fine kettle

of fish for the appliance salesman who must sell Mrs. Consumer a \$300 wiring job before he can sell a \$175 refrigerator.

And fish as well for the appliance dealer, manufacturer, and the utility company!

To show the potentials and limitations of existing wiring systems, Westinghouse devised a series of ingenious and elaborate display panels which illustrated four grades of residential capacity in terms of use and appliances employable. It was a fine display but too expensive for wide distribution.

One night in Pittsburgh a Westinghouse man told an Einson-Freeman man about the



## to greater markets-

problem and the display. And subsequently Einson-Freeman reproduced the display in three-dimensional cardboard cutout form.

This Westinghouse display makes clear to the householder the limitations of his present wiring, the extra capacity required.

It serves to explain to the new home builder the necessity for adequate provisions as his family and appliance use grows; and for heavier wiring in a remodeled house.

This display benefits architect, builder, electrical contractor, utility, and consumer ... perpetuates progress and future markets. Educational and non-commercial, it can be

used in schools, home economics classes and group meetings . . . as well as in architects' offices and dealer windows. It can also be used as single panels, will last a long time.

We have had enough experience to do a good job in any kind of visual education. Our ideas and exhibits are always available for your inspection.

#### Einson-Freeman Co. INC.

Occasionally non-commercial Lithographers

STARR & BORDEN AVES. • LONG ISLAND CITY, N. Y. with offices in . . . Chicago, Cleveland, Detroit, St. Louis, Minneapolis, Atlanta, Houston, Los Angeles, San Francisco

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## Mister Finnegan's nose is in again

Mister Finnigan (as we will call him here) is the prototype of all the foremen and inspectors and workers at the Sun Tube Corporation.





Mister Finnigan's nose is pushed in everywhere at Sun Tube's plant, seeing that extruders are extruding, coaters coating and sealers sealing with all the precision, polish and no-kidding perfection that good tubes deserve.





Mister Finniganism is nothing more nor less than

attention to detail

And it results inevitably in tubes that are precisely uniform; are brilliantly decorated in crisp, clear colors; and are, in sum, so good that they are used by the most respected names in business -> by Antiphlogistine, Murphy and Minit-Rub and several others.

Finniganism is therefore encouraged at Sun Tube. It makes such good tubes. And is so-o profitable to users.

### Sun Tube Corporation

Hillside, New Jersey

CHICAGO 3, ILL., James L. Coffield, Jr., 105 West Adams Street LOS ANGELES 27, CALIF., R. G. F. Byington, 1260 North Western Avenue

ST. LOUIS 1, MO., M. P. Yates, Arcade Building ST. PAUL 1, MINN., Alexander Seymour, 615 Pioneer Building CINCINNATI 8, OHIO, Ralph H. Auch, 3449 Custer Road





### View of Christmas Coming

#### FOIL COVERINGS

... shimmer with the season's joyous tidings.

Attractive to the shopper — flattering
to the receiver. Your package goes
into more homes if it's covered with
a scintillating Kupfer embossed Foil.

5000 NOVELTY PAPERS

for SET-UP BOXES

PACKAGE WRAPS

LABELS

LININGS

GREETING CARDS

Send for the handy Kupfer pocket size catalogues, or write us today about creating an exclusive design for you. Make your selection from over 5,000 fancy papers.



KUPFER BROS. CO.
4 ASTOR PLACE, NEW YORK 3. N. Y.

KUPFER BROS, PAPER CO.
145 West Hubbard Street

Chicago 10

Southwest Representatives
MODERN PACKAGINGS

FRYE-NEWMARK PAPER CO. 1328 Sante Fe Avenue Las Angeles 21 California Branches in:

BOSTON - RICHMOND

PHILADELPHIA

SEATTLE

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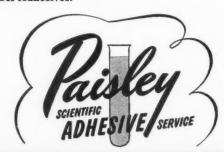


## THERE'S MORE TO ADHESIVES THAN YOU THINK!

ANY various factors can affect the efficiency of the label adhesives you use...1, Type of machine or hand application; 2, Speed; 3, Label stock; 4, Temperature of cans or bottles; 5, Room temperatures; 6, Inks and varnishes used in label printing; 7, Dry, humid, or refrigerator storage conditions; 8, Cold water immersion; 9, Label stain; 10, Oil, grease, acid conditions... and many other factors.

PAISLEY has long been identified with the scientific development and progress of can and bottle label adhesives. Small wonder we have become the source of much authoritative literature on adhesive applications. Our "Scientific Adhesive Service" is lending valuable aid to more and more of America's most progressive canning and bottling plants. Wherever an adhesive problem exists. from the simplest to the most intricate high speed machine operation .. our highly skilled adhesive engineers will gladly make an exhaustive laboratory analysis and a recommendation of the ONE best, most efficient and most economical adhesive to use.

Take advantage of this FREE consulting service. Send today for an Adhesive Operation Data Sheet or fill in and mail the coupon above for the Paisley Technical Service Bulletins numbers 15 and 16, illustrated here. They contain complete data, description and properties, how to use, packings, and list of uses for Paisley Scientific Can and Bottle Label Adhesives.



PAISLEY PRODUCTS INCORPORATED

Manufacturers of Glues, Pastes, Resin Adhesives, Cements, and Related Chemical Products

1770 CANALPORT AVE., CHICAGO 16, ILL., PHONE CANAL 2220 \* 630 W. 51st ST., NEW YORK 19, N.Y., PHONE COLUMBUS 5-2860.

JUN



Since three-fourths of today's buying decisions are made at the point-of-sale, leading manufacturers turn to Marvellum for product identification and package distinction.

They know that Marvellum's *Papers Distinctive* are shopper stoppers; that once the eye is turned, a Marvellum Paper can follow through with the punch and power that completes the sale on the spot; and that a Marvellum designed box paper also builds prestige for future sales.

May we help you in designing your new line for 1948? Our designer will be happy to work with you. A letter explaining your requirements will receive immediate attention.



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## Hits the Peak!

In the packaging field...as in show business...a product really clicks when it has good looks *plus*. This is the extra factor in Heminway packages we call the "fourth dimension." It's the creative ideas, designing ingenuity and sound manufacturing that bring applause hitting the peak of the volume indicator.



30 Rockefeller Plaza New York 20, N. Y.



ROUND BOXES - SETUP BOXES - NOVELTY BOXES - PAPER CANISTERS - CATALOG PRINTING - PAPER DRAWN PRODUCTS

#### STAPLING FOR BETTER PACKAGING

#### Wire Fastening Offers Important Sales Advantages

Making the most of a package's salesstimulating possibilities involves a careful consideration of the method by which the package is fastened. Numerous instances are known in which a change in packaging and fastening methods has brought about worthwhile sales advantages.

#### BETTER DISPLAY

A New York hardware manufacturer, for example, formerly marketed hinges in individual boxes. The prospective buyer could not even see the hinges until he first secured a clerk to take the boxes from a shelf behind the counter. When the manufacturer changed to stapling the hinges to counter display cards, sales increased and the clerk's "selling time" decreased.

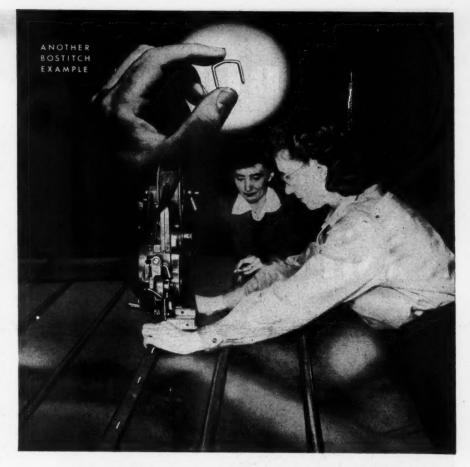
A Washington, D. C., commissary found that a 30% sales increase followed when it changed to Bostitching its sandwich packs. Stapling resulted in a neater, more tempting package than the former method . . . and proved 20--25% faster.

#### IMPULSE BUYING

Jewelry manufacturers have had equally interesting and profitable results. Stapling watch bracelets, novelties and costume jewelry to display cards has stepped up impulse buying . . . besides providing a more economical method of packaging. A recent survey shows that when small hardware, cosmetic and miscellaneous household items were taken from department store counter bins and stapled to individual merchandising cards, impulse sales jumped while damage and pilfering decreased.

#### INCREASING USE OF STAPLES

Examples like these are common. Every day, more manufacturers discover that their products can be more effectively and more efficiently packaged by Bostitch stapling methods. And Bostitch, through its staff of field representatives—the largest in the world—has helped scores of firms to better packaging. There are over 800 models of Bostitch wire fastening machines from which to select those that best fit your needs.



## Wouldn't you like to multiply your production by 5?



"Makes heavy work light—even for girls" This manufacturer did... and more! By fastening aluminum panels with a Bostitch Metal Stitcher, this maker of garage doors eliminated such slow methods as drilling holes and driving self-threading serews . . . and too from 50 doors

increased production from 50 doors to 500 doors a day.

In thousands of other cases, too: from the manufacturer who attaches wire screen on foot valves for gasoline pumps, 4 times faster... to the famous mattress company that stepped up production 44%, sealing shipping cartons... Bostitch saves time, trouble and money.

Whatever the materials you fasten: metal, cloth, paper, wood, leather,

plastics . . . you may be able to fasten it better and faster with wire . . . using one of the 800 Bostitch machines. Skilled research engineers and 250 field men in 91 key cities offer you the benefits of 50 years' Bostitch experience in solving fastening problems.

For specific data about representative models of the world's most complete line of stitchers, staplers, hammers, tackers, etc., send coupon today.

	3		S			П	
1	Paste	no	ath	etter	AND	The u	ER
			STAPLE				

Bostitch, 510 Mechanic Street, Westerly, R. I. (Bostitch-Canada, Ltd., Montreal).	
Please send literature checked:	
<ul> <li>□ B-132, Shipping Room tools and applications</li> <li>□ B-157, Bostitching</li> <li>□ B-175, Bostitching for Bag Sealing</li> <li>□ B-188, Showing representations</li> </ul>	
Name	***************************************
Company	***************************************
Address	

ING

KIMBLE'S New TUF-TOP Neutraglas **AMPULS** 



The top is tough. Enlarged opening with extra heavy glazed rim brings new freedom from chipping.

KIMBLE (K)



GLASS

The Visible Guarantee of Invisible Quality

Vineland, New Jersey

DIVISION OF OWENS-ILLINOIS GLASS COMPANY

## Can this fully automatic, 60-per-minute Complete Packaging Line help you?



Here's the bare list of operations provided by the BENCO

1. Carton setup

#### 2. Bag Inserter

- (a) Cartons timed and transferred to bag inserting station
- (b) Bags automatically fully opened and inserted in cartons ready for filling operation

#### 3. Filling

- (a) Carton and bag timed and conveyed under auger filler stations
- (b) Bulk filler station raises package so auger is inside bag for pressure pack
- (c) Auger funnel equipped with bag opening device
- (d) Vibrator section optional
- (e) Check-weight stations control weight by gross weighing on balance scales
- (f) "No-carton no-fill" control at filling station

#### 4. Heat Sealing

- (a) Automatically collapses bag
- (b) Hot and cold pressure jaws seal bag
- (c) Top of bag folded down in the carton leaving flaps free for top sealing
- 5. Carton top closure

IT IS NOT for us to answer a dogmatic "Yes!" to that question. We can't know now, of course, the food packaging problem facing you.

We can suggest two things: (1) that you glance over the list, above, of foods that can be Benco-packaged; and (2) that you run your eye down the long list, at left, of operations automatically performed by the Benco assembly.

We can safely say that our Complete Packaging Line has important features that are to date exclusive. They contribute a vital part of the end-result that many foodprocessors are enjoying-fast, precise, time-and-moneysaving packaging, that puts the user in a good competitive position cost-wise and quality-wise.

Inquiries invited. Write, wire or 'phone; your inquiry will get prompt attention.

> A complete bag service—from idea to finished bag to machinery for filling the bag. Present clients, a "blue book" of the food industry. 1,000,000,000 Betner Bags used last year for food protection.

#### BENJ C BETNER CO, Devon,

Oklahoma City, Oklahoma; Richmond, Virginia; Los Angeles, California; Appleton, Wisconsin.

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## How advertising can get Full Credit FOR SUPPORTING THE SALES PLAN

WHEN coordinated with sales activities advertising is given an opportunity to win recognition and succeed as an aid in moving goods and selling services.

Selling plans are based on facts. The decisions of sales managers are guided by dependable information from government and business statistics. To function as an active factor in the sales program and share in the credit as well as the responsibility for sales success, the planning of business paper advertising should be equally factual.

In applying media to markets, the use of adequate, verified circulation data is an indispensable step in the effective coordination of sales with advertising.

Following are some of the questions about the circulation of business papers that are answered in the reports issued by the Audit Bureau of Circulations:

How much paid circulation? How much unpaid? What business or occupational groups receive the paper and how many paid subscribers in each group? At what price is the publication sold? What circulation inducements are used, if any? What percentage of the subscriptions are renewed? How many subscriptions in arrears?

Where does the circulation go?

Answers to the questions above, as given in A.B.C. reports, make it possible for space buyers to select media with the same care that an efficient sales manager uses in employing and routing his salesmen. The planned and verified distribution of advertising, by means of the information in A.B.C. reports, is the starting point for effective coordination of advertising and sales efforts.

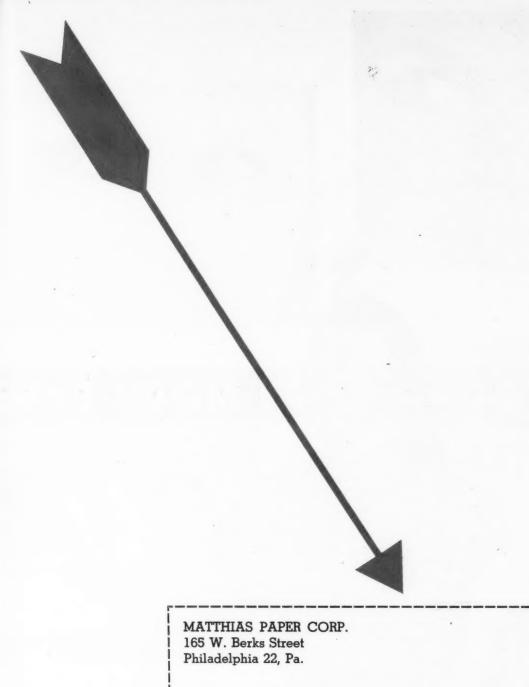
This paper is a member of the Audit Bureau of Circulations. Ask us for a copy of our A.B.C. report and then study it.



SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.

#### MODERN PACKAGING



I want sample sheets of your NEW, INEXPENSIVE, STRONG, INEXPENSIVE, ATTRACTIVE, INEXPENSIVE

FANCY PRINTED PAPERS in White and Colors

Tell Me—How much they cost and how soon you can ship and anything else I should know.

OUR ADDRESS:

NO CHARGE: —Your only obligation is to look them over and if they fill a need

buy some!

M. P.

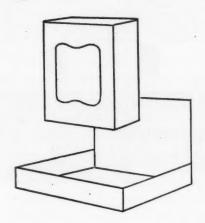
JUNE 1947

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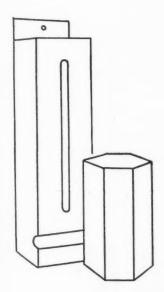
MODERN PACKAGING

The quality clay-coated paperboard for modern merchandisers. Coated Lithwite is whiter, brighter. Its smooth chalk-free surface takes inks brilliantly, brings up colors vividly, uniformly. Rub-resisting. Fade-resisting. Easier to glue. Performance-improved for 8 years.



# REACH FOR YOUR PRODUCT IN CARTONS OF COATED LITHWITE\*

... It's CLAY-COATED - PLUS!



**Cartons** with an extra look-at-me brilliance on the shelf! Colors brighter, truer, more even—free from streakiness! What gives cartons of Coated Lithwite these plus qualities?

First of all, you'll find the base stock is finer, exactingly level. (Gardner-Richardson has 89 years of paper-making know-how!) And the coating is filmed on with mechanical uniformity in one straight-through precision operation. Result: greater smoothness and evenness, to bring colors up brighter, sharpen plate reproduction. Coated Lithwite folds and scores, too, without flaking or shattering.

Why not investigate Coated Lithwite's possibilities for your products, now? Be ready to go—with this famous clay-coated board plus—as soon as production catches up to the tremendous demand.

### A product of THE GARDNER-RICHARDSON CO.

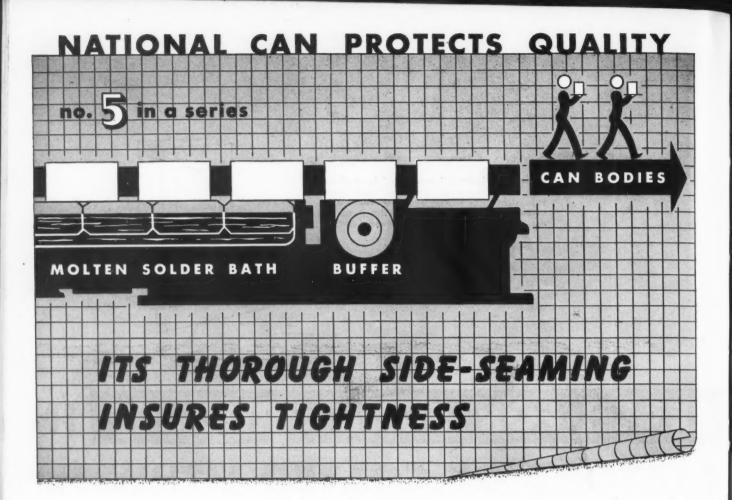
Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

\*Reg.U.S.Pat.Off.

Sales Representatives in Boston, Chicago, Detroit, New York, Philadelphia, Pittsburgh, St. Louis.

JUNE 1947

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s soon as a can body is formed, it is conveyed to a soldering machine. Here its side seam is soldered by contact between seam and rolls revolving in a bath of molten solder.

In the case of National Can manufacture, thoroughness includes precision preparation of solutions, careful and constant control of solder bath temperatures using correspondingly lower temperatures for soldering enameled cans than for plain cans.

In National Can side-seaming, cleanliness inside the can is accomplished by complete removal of all deposits acquired during these operations. Thus a clean, tight can proceeds to the next major steps, flanging, double seaming and testing.

505

# NATIONAL CAN

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

SALES OFFICES AND PLANTS IN:

BALTIMORE, MD.

CHICAGO, ILL.

HAMILTON, OHIO

BOSTON, MASS. ST. LOUIS, MO.



EVEN THE SIMPLEST DESIGN

MAKES A FINE PACKAGE

WHEN THE PAPER IS

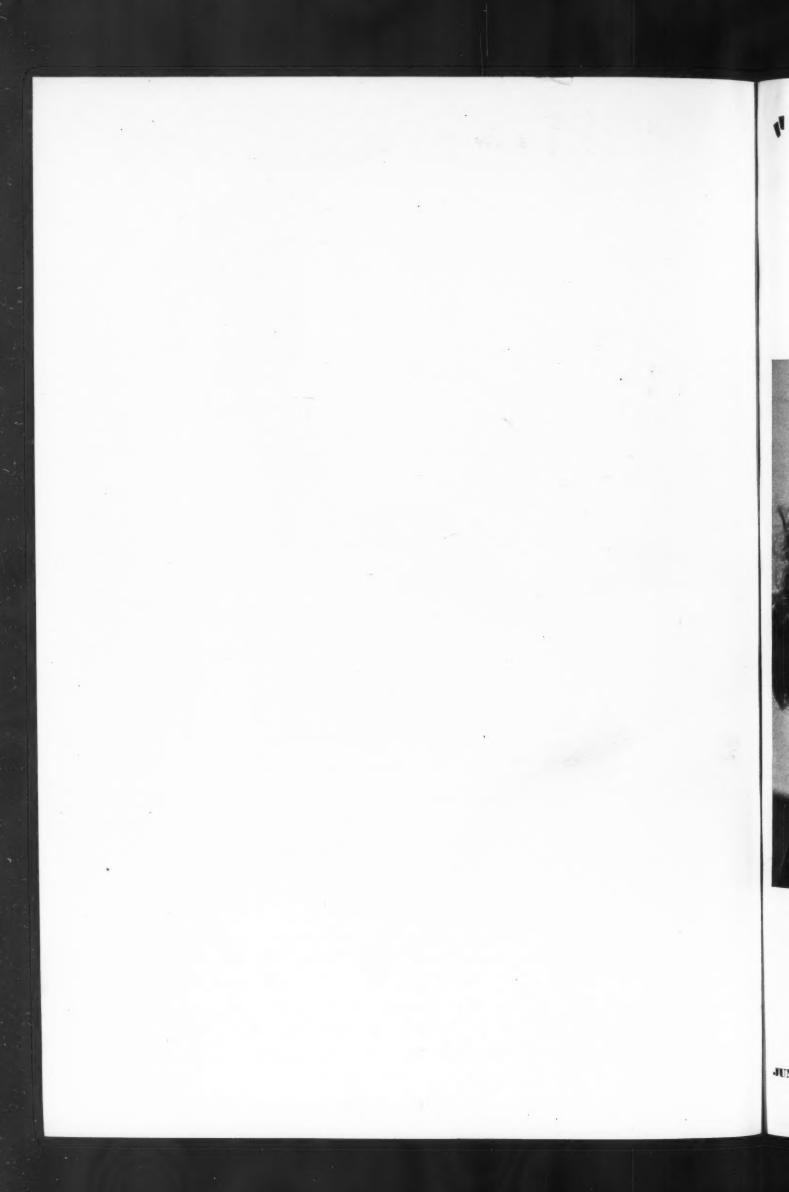




THE CHAMPION PAPER AND FIBRE COMPANY HAMILTON, OHIO

Distric Sales Offices: NEW YORK · CHICAGO · PHILADELPHIA · DETROIT · ST. LOUIS · CINCINNATI · ATLANTA · SAN FRANCISCO 
\*Champion's Cast Coated High Finish Paper

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# "TWEET"— The Marshmallow Treat!

Here is a product that comes to the rescue of the busy housewife who must daily solve the "sweet-tooth" problem. The family never tires of it because it can be used so many ways . . . with hot chocolate, ice cream, fruit salad and dozens of other dishes.



Tweet is manufactured by Tweet,

Mass. Like so many other top flight products, it is

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CROWN CLOSURES

# THE TO ACCURATE REGISTER IN CONTINUOUS AND ALL-OVER DESIGN PRINTING

10SSTYPE\* DESIGN ROLLERS

Flawless register and uniformity of impression need not be a problem in all-over printing of decorative papers . . . box coverings . . . labels . . . gift wraps . . . papetries . . . food wrappers . . . orrugated boxes . . . forms . . . security tints . . . and all other paper specialties. These required qualities are achieved yithout costly plate-mounting, make-ready and proving operations in your shop when you use MOSSTYPE Design Rollers.

MOSSTYPE takes your original design or rough sketch—delivers printing design rollers whose rubber plates are permanently bonded in accurate register to steel cylinders or cores. It ready to install on your press.

Write for full details and set of MOSSTY/E dimension forms . . . or send design sample and cylinder specifications for quotation on ready-to-run MOSSTYPE Design Rollers

\*Reg. U. S. Pat. Off.

### MOSSTYPE CORPORATION

Makers of PRE-MADEREADY RUBBER PLATES

33 FLATBUSH AVE.

BROOKLYN 17, N. Y.

Veedol Lebel Design Roller made for ACME PAPER CONVERTING COMPAN NEW YORK CITY

RIDG

Ridgelo

# one of the finest boxboards no experimenting — quality assured!

For years carton makers have used

Ridgelo Clay Coated for their best work.

The time-testing is over.

Producers know that it comes to them ready for one special job.

It is made by specifications for

\* the process, the inks and design.

It is available for varnish and in litefast colors.

In a word Ridgelo is "custom-made".

Folding box users see the result in bright, smooth cartons.

At very small extra cost they are first in winning attention and approval.

Keep up with the leaders—

buy cartons of Ridgelo Clay Coated.

MADE AT RIDGEFIELD, N. J., BY LOWE PAPER COMPANY

REPRESENTATIVES

ION

17, N. Y

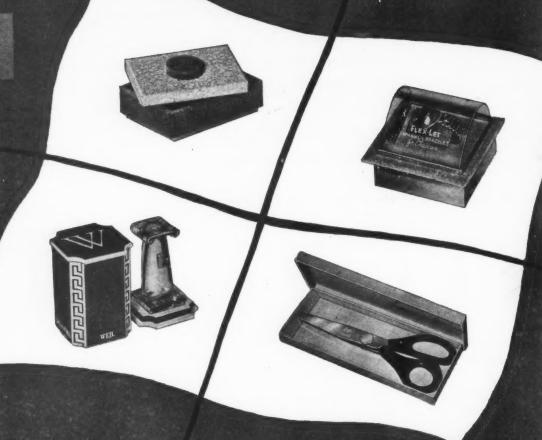
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H. B. Royce, Detroit . Norman A. Buist, Los Angeles . A. E. Kellogg, St. Louis . Philip Rudolph & Sons, Inc., Philadelphia

JUNE 1947

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# X FIFTH

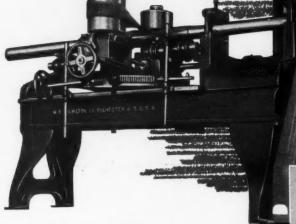


since 1888 we have been "helping you out" in a development and manufacture of hand made and a chine made set-up boxes. Call on us . . . no obligation

oscar trilsch co

150-25 18th avenue . whitestone, a

# ADDED SALES VALUE FOR YOUR PRODUCTS



Tube Containers Wide Use Proves They Get Results

Thousands of rapidly selling products reach the consumer safe, fresh and inviting because they are packed in tube-styled containers. On the Knowlton No. 4 Spiral Winder strong, accurate tubes can be produced speedily and at low cost. Without stopping production, tubes may be coated or impregnated against moisture, odor and vermin. Ranging in diameters of  $^{3}/_{4}"$  to 8", these tube containers are ideal for marketing foods, drugs, chemicals and similar articles.

Maximum protection is a first fragile items such as surgical and hygienic supplies or sturdy cores for electrical coils and spools when they are packed in strong, small tubes 1/4" to 1". These are economically made on the Knowlton No. 77 Spiral Tube Winder at high speed.

Consider the added sales value of Knowlton-made spiral wound tube containers when designing your new packages.

BOSTON 637 Mussachusefts Av (ARLINGTON)

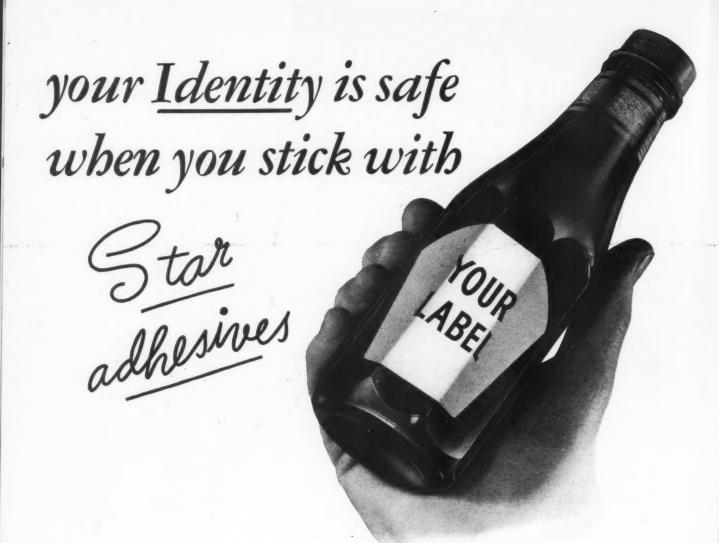


BROOKLYN 45-53 Beaver St. 9.5. Clinton

TORONTO, CA

H. W. BRINTNALL CO Lus Angelos, Son Francisco, Sontili

ROCHESTER, NEW YORK



... your glass containers stay fully and neatly dressed in your label. Your name, trade mark, slogan and the subtle good-will of your familiar label are all assured of certain and safe delivery right into the hands of your consumers.

Whether your labeling is a routine operation or whether you're faced with special adhesive problems, there's a Bingham Star Adhesive for you. If there isn't, we're prepared to build a new adhesive . . . just right for you!

"MAKE YOUR IDENTITY STICK"



#### STAR ADHESIVES

- STAR Case Sealing Gum
- STAR Folding Box Glue STAR Cold Pick-Up Gum
- STAR Tin Paste STAR Brightwood Gum
- . STAR Carton Sealing Glue
- STAR Bench Paste
- STAR Tube Glue
- STAR Lap End Paste
   STAR Tightwrap Glue

HERS COMPANY

**NEW YORK** 406 Pearl St.

BALTIMORE 131 Colvin St.

**PHILADELPHIA** 1315 Race St.

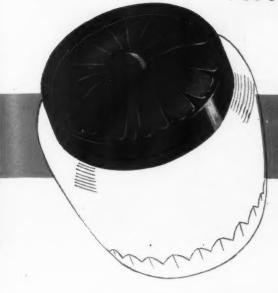
ROCHESTER 980 Hudson St.

JUN

# Make Your Package

# Exclusively yours

with a Private Design Cap



To give your package a fresh, distinctive appearance that will help fix it in customers' memories, top it with a custom-created Armstrong's Artmold Cap. The three designs shown here may suggest ideas for accenting the exclusive character of your luxury trade package and giving it a salesstimulating individuality that cannot be achieved in any other way.

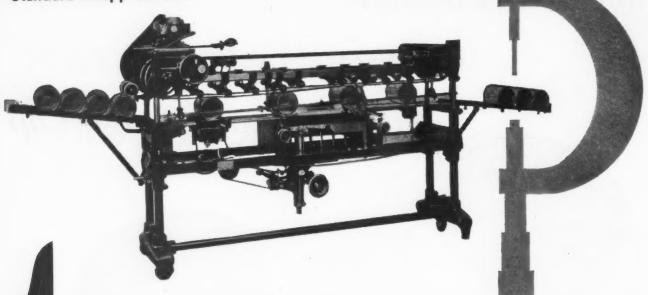
Once selected, your Artmold Cap design is yours alone. For extra beauty, it can be molded in an eye-attracting color of your own choice. Get design suggestions and cost estimates, including mold costs, by sending us a sample or drawing of your package. Write Armstrong Cork Company, Glass and Closure Division, 5906 Prince St., Lancaster, Pennsylvania.



ARMSTRONG'S Artmold CAPS

AGING

Standard-Knapp Labeler



STANDARD-KNAPP'S DESIGN FOR

Standard-Knapp's engineers design packaging machinery with an eye to sound building sturdy and precise construction. To make sure that Standard-Knapp machines do not waste power or time in performing their operations, our engineers experiment only on the drawing board. When we build it is with the assurance of knowledge based on long experience.

We are essentially package machinery development engineers. Not only are our standard, proved bag packers, case sealers, labellers and bottle packers well-known in most high production packaging industries, but our flair for innovation in packaging equipment is known and relied on too.

The special machines which we develop for specialized industries and the new machines we design on occasion to handle new packaging operations are known to be top standard for

Efficiency, economy, long life, automatic operation—all add up to Standard-Knapp's design for building.

## **Standard-Knapp Corporation**

MANUFACTURERS OF CASE SEALING, CASE PACKAGING AND CAN LABELING MACHINES FACTORY and GENERAL OFFICES-PORTLAND, CONNECTICUT

221 North La Salle St.

570 Lexington Avenue NEW YORK 22, N. Y.

420 S. San Pedro Street LOS ANGELES 13, CALIF.

CHICAGO 1, ILL. SEATTLE 99, WASH. 6 Radcliffe Rd., ALLSTON 34 (Boston), Mass.

145 Public Square CLEVELAND 14, OHIO

2615 Western Avenue 1204 S. W. Yamhill Street PORTLAND 5, OREGON

300 Seventh Street SAN FRANCISCO 3, CALIF. 349-350 Paul Brown Bldg. ST. LOUIS 1, MO.

Windsor House, Victoria St., LONDON S. W. 1, ENG.

Orlando, Fla.



ARVEY CORPORATION

3460 N. KIMBALL AVENUE 303 COMMUNIPAW AVENUE CHICAGO 18

JERSEY CITY 4

Whatever your product, ask our design engineers to create a LAMCOTE selling-package for you. There will be no charge or obligation. Write today?

JUNE 1947

AGING

# The STRANGEST things happen to cans!



These three cans of grapefruit juice, en route from Florida, were injured in a very curious way.

They were crushed and crimped together and arrived at their destination compressed into a single unit, as you can see, with no leakage.

A mishap like this could occur in a thousand different ways with the same apparent results.

But interesting as this freak accident

to three cans may be, it's not the important point.

#### The Point . . .

More important to you, who use the cans, and to us, who make them, is the fact that the force necessary to crush them into the above state failed to puncture them or rupture the seams.

How do we know this? Because one year after these battered containers were

received, the juice was tested and found to be as fresh and untainted as the day it was canned. This means that the hermetic seal on the cans had not been broken.

We don't say that all cans could survive this much punishment, but we do say—

These cans took it! It's another reason for us to repeat: No other container protects like the can!

AMERICAN CAN COMPANY



NEW YORK . CHICAGO . SAN FRANCISCO

No other container protects like the can

adel

# YOU GET ACCURATE WEIGHT on non-freeflowing powders with a GENERAL MILLS VACUUM FILLER

#### ACCURATE WEIGHT CONTROLLED BY VACUUM

The amazing accuracy of General Mills Vacuum Fillers is assured by precision valves which control the amount and duration of the vacuum during the lightning-fast filling cycle. Thus, by eliminating overweights, a General Mills Vacuum Filler can pay for itself in a short time.

#### HIGH, CONTROLLED SPEED

The single-head model will fill a barrel with virtually any non-freeflowing powder in about thirty seconds! Rotary, multiple-head models sustain speeds as high as 300 one pound containers a minute... hour after hour! Speed of single-head models depends only on speed of manual feeding. Automatically fed rotary models can be synchronized to the speed of other units in your packaging production line.

#### **DUST-FREE FILLING ROOM**

The design of the vacuum filling head eliminates dangerous dust in the filling room... often eliminates the need for equipping workers with annoying masks. All working parts are also dust sealed to minimize wear and repairs.

#### HANDLES VARIETY OF CONTAINERS

General Mills Vacuum Fillers handle barrels, metal or fiber drums, any size or shape of tin or cardboard container, jars and bottles of glass or pottery. In filling small-mouth jugs and bottles, the "angle of repose" is eliminated by exclusive "tamping action."

#### **HOW THE VACUUM PRINCIPLE WORKS**



found he day he herot been

uld surt we do

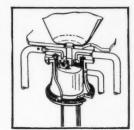
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AGING

This section through the filling head shows jar about to be raised to filling position. Note two-compartment screen in filling nozzle and vacuum lines leading out at each side. Filling cycle about to start.



Centering guide has accurately positioned jar under filling nozzle. Jar rim is sealed tightly against hopper. Now vacuum is alternately drawn and released to fill jar and create "tamping action."



Containers subject to collapse are filled in a special shroud. Vacuum is drawn around the outside as well as inside the container. Container opening issealed from shroud to prevent flow of material into shroud.



This single-head, manually fed General Milit Vacuum Filler is designed in several sizes four where containers are very large or in case where unit production requirements are small it can be adapted for filling several containers in each filling cycle.



The automatically fed rotary General Mills Vacuum Filler is made in three sizes. Each size is available with eight, twelve, sixteen or twenty-four filling heads. Mechanical Division

General Mills, Inc.

1620 CHIRAL AVE. \* MINNEAPOLIS, MINN.

ade by one of the world's largest users of packaging machinery

# Attention to Detail



Box and Cannister Wraps
Flat and Embossed Labels
Distinctive Flat and
Embossed Packaging Paper

Richard M. Krause

DESIGNERS AND COLOR PRINTERS FOR OVER 40 YEARS
54 East 19th Street • New York 3, N. Y.

JU



Our Plants are placed in the heart of two nations' largest production areas.

# The Importance of SERVICE

Cleveland Container customers know that thru the years . . and today . . there are many advantages to be obtained from this organization. Large production capacity so located that our field staff can work closely with each customer.

Cleveland Container Modern Packaging gives the manufacturer many advantages.

0

Unique, eye-compelling appearance.

ossom

0

Construction in materials that meets individual needs.

.

Packing and shipping requirements predetermined, met and often exceeded.

C

Consult our Creative Design Dept.

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Quality combined with low production cost.

0

Experienced counsel in new creative ideas to obtain packages with personality and proven performance.

0

Prompt attention given to each inquiry.



The CLEVELAND CONTAINER Co.

PRODUCTION PLANTS also at Plymouth, Wisc., Ogdensburg, N. Y., Chicago, Ill., Detroit, Mich., Jamesburg, N. J.
PLASTICS DIVISIONS at Plymouth, Wisc., Ogdensburg, N. Y. \* ABRASIVE DIVISION at Cleveland, Ohio
New York Sales Office—1186 Broadway, Room 223

GING



by Sefton

USED BY DR. HESS & CLARK, INCORPORATED

Ashland, Ohio



brand-new family of cans for a grand new product ... Anturat!
Sefton created these three cans for Dr. Hess & Clark, Inc. of Ashland, Ohio, in a convenient oblong shape that lends itself unusually well to shelf display. The friction-plug lid assures a tight seal, yet it opens and closes easily. Three more reasons why it's wise to look to Sefton to solve your packaging problems!



DISTRICT OFFICES: e Los Angeles e San Francisco e Denver e Dallas e Chicago e Des Moines e New Orleans e Boston e Detroit e Kansas City e St. Paul

Omaha e New York e Cincinnatti e Cleveland e Oklahoma City e Pittsburgh e Memphis e Nashville e Houston e Salt Lake City e Seattle

CON

JUN

# ALUMINUM FOIL WRAPPERS

by Traver ...



# HAM

An attractive design, printed with transparent colored inks on Traver's sparkling Aluminum Foil wrappers, develops a selling punch which brings results in any retail outlet. Give your ham an eye-catching attire that will bring the shopper up short, reminding her that inside this shiny package is a tasty, tender shank of her favorite ham.



When special seasons require extra sales appeal against competing brands, put your ham in this glistening wrap and watch the buyers' pocketbooks pay homage to its charm.

Stock designs (Tulip and Lily) are available for immediate delivery.



... and with the beauty of Traver Aluminum Foil wrappers, you are assured protective strength by heavy paper backing.

These photographs show Traver Aluminum Foil wrappers in actual use.

WRITE OR WIRE—For Full Information



366 W. ONTARIO STREET

CHICAGO 10, ILLINOIS

CONVERTERS AND PRINTERS OF FOIL, CELLOPHANE, PLASTICS, ACETATES AND GLASSINE

JUNE 1947

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51

AMERICA'S #1 SOURCE FOR PLASTIC CONTAINERS



the most versatile containers in the world

1/5 WEIGHT OF GLASS clear, transparent or opaque

SOLID CENTER \* FAST BORING GUAR ANTEED SHATTERPROOF

OF.

SEAMLESS

write or telephone us about Celluplastic containers for <u>your</u> product

ELIMINATE BREAKAGE and expensive packing



ALSO CUSTOM EXTRUSION AND INJECTION MOLDING

product—round, square, long, short

SHAPED to suit your



# Celluplastic Corporation

50 AVENUE L, NEWARK 5, N. J.

PLASTIC CONTAINERS and PLASTIC PRODUCTS

New York Office: Rockefeller Center, 630 Fifth Ave., Circle 6-2425 · West Coast: Container Service Co., Los Angeles 27, Cal.



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7, Cal.

GING

# PERFECTION

DECORATED

BOX COVERINGS

DISPLAY PAPERS

GIFT WRAPPING PAPERS

Symbolize the most modern tastes—appealing to discriminating users.

They add distinction and sales appeal to worthy products—you should adopt them for your Christmas and Everyday packages.

We will gladly send you samples, suggestions and prices upon request.

### ROYAL PAPER CORPORATION

Manufacturers of Decorative and Display Papers

210-216 ELEVENTH AVENUE . NEW YORK 1, N. Y.

This sample PERFECTION DECORATED BOX COVERING
PATTERN No. 466-2

Base stock—Dark Blue Suede



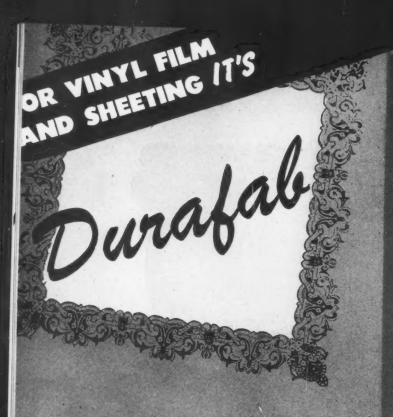
### EXPERIENCE

Since 1908, the Chicago Carton Company
has been serving industry with well designed,
uniform quality cartons.



#### CHICAGO CARTON COMPANY

• 4200 SOUTH CRAWFORD AVENUE • CHICAGO 32, ILLINOIS



- FOR PACKAGINGS
- FOR UTILITIES
- FOR NOVELTIES
- FOR INDUSTRIAL ITEMS

#### CHECK THESE FEATURES!

Flexible

₩ 4, 20 and 22 Gauge

Durable

100% Virgin Resins

Decorptive

Plastic Patent & Calf

Waterproof

Clear, Translucent or Opaque

Dustproof

All Colors - Plain & Printed

Washable

Exclusive Patterns — Custom Colors

Stain-Resistant - Specification Sheeting & Film

NOW AVAILABLE IN ANY QUANTITY -IMMEDIATE DELIVERY

Reg. Trade Mark

Wherever quality vinyl film and sheeting is required for plastic novelties, utilities, industrial items and packagings, specify DURAFAB.

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Alltex

For all adhesive problems . . it be for packaging, for bonding vin to vinyl, labeling, scaling, bonding vinyl to other plastic materials—for all ad-hesive applications, specify ALLTEX adhesives and cements.

Confidential consultations with our engineers on specification adhesives at no obligation to you.

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LORRAINE 7-7900

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A Buyer to Cultivate

She bought 72 billion dollars\* worth of goods at retail last year. She bought some of *your* product, undoubtedly. She's the 65 million adult women who buy 3/4 of all goods sold at retail. How well do you know her? How can you get her to buy *more*—of *your* product?

#### Survey of Your End Market

Nationwide surveys of women's buying habits conducted by important merchandisers show that at least 62% of women's buying decisions (what brand to buy) are made in the stores—at the point-of-sale—on impulse! And there—the deciding factor is frequently the appearance of a package!

#### Does Your Package Do This?

The package that attracts the eye, arouses interest and makes a better impression of quality within than competing packages WINS MORE SALES. Ritchie's long leadership in packaging has resulted from appreciation of that fact.

\*Source: Dept. of Commerce (Total Retail Sales 97 Billion).

NEVER
UNDERESTIMATE
THE POWER
OF THE
PACKAGE!

W.C. Richie
AND COMPANY
8845 BALTIMORE AVENUE • CHICAGO 17

- SET-UP PAPER BOXES
- . FIBRE CANS
- . TRANSPARENT PACKAGES

WAY TO INCREASED SALES

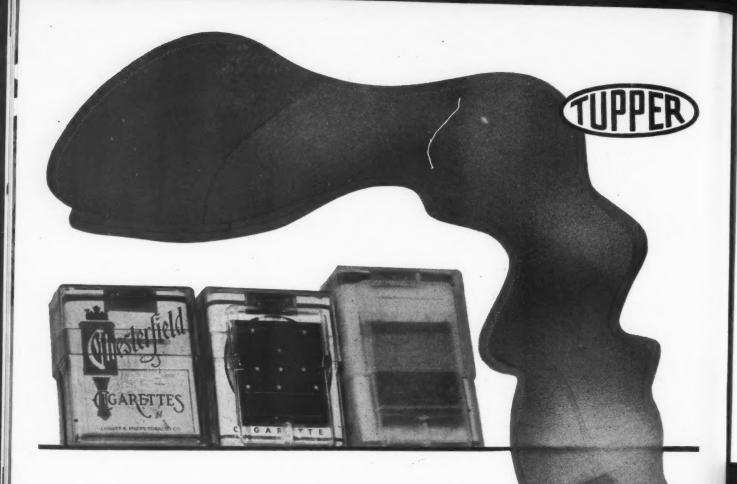
Let Ritchie help you develop (at low unit cost) a package that meets the increasing challenge of self-service retailing. A practical, production-planned package that instantly identifies, fully protects and conveniently dispenses your product. Easy to fill or pack—to handle, to stack or display—but above all an attractive, SELLING package.

NEW YORK . DETROIT . LOS ANGELES . ST. LOUIS . MINNEAPOLIS . MILWAUKEE . PITTSBURGH . MIAMI

JUNE 1947

ding vin

57



# Let TUPPER show you how to do BIG THINGS with LITTLE PACKAGES for re-use

Here comes Tupper again with another modern packaging smash designed to increase your profits. Tupper's best seller plastic cigarette cases, long famous for style quality and value, lend themselves to packaging such items as women's stockings, fly-tieing kits, playing cards, for instance. They are attractive, transparent, and available in eye-catching, jewel-like colors of ruby, amber and crystal. And what's more, men and women alike appreciate these quick loading, snug sealing, telescope top cases for re-use in a big way. The sleek Queen holds king as well as regular size packs, and the popular Sport has a built-in match pocket. Stay out front and cash in with these modern, double-barreled packaging sensations as a short cut to greater sales and profits.



TUPPER PLASTICS, INC., Farnumsville, Mass.

New York City Office: 225 Fifth Ave. . Can. Address: Hindavid, Reg., 116 St. Paul St. W., Montreal, P. Q.

# Twenty four hour duty

At home or in the store, H-A Jars
give your product 24 hour display and
24 hours of selling good-will.

Easy to handle, efficient to
pack, H-A Peanut Butter Jars
are factory time savers.

8 A. M.—Prepare picnic lunch

10 A. M.—Super market shelf

4:30 P. M.—Afternoon bridge party

12 o'clock—Midnight snack





If your product is solid, semi-solid, or liquid, there's a Continental steel container to package it. Continental makes a complete line of top-quality light and heavy gauge pails and drums, large and small, for hundreds of uses.

**SPECIAL NOTE TO MANUFACTURERS:** Consumers of your products rate these containers high because of their long re-use value around the plant or on the farm. This is a plus value to remember.

The Triple-C means best in quality, service

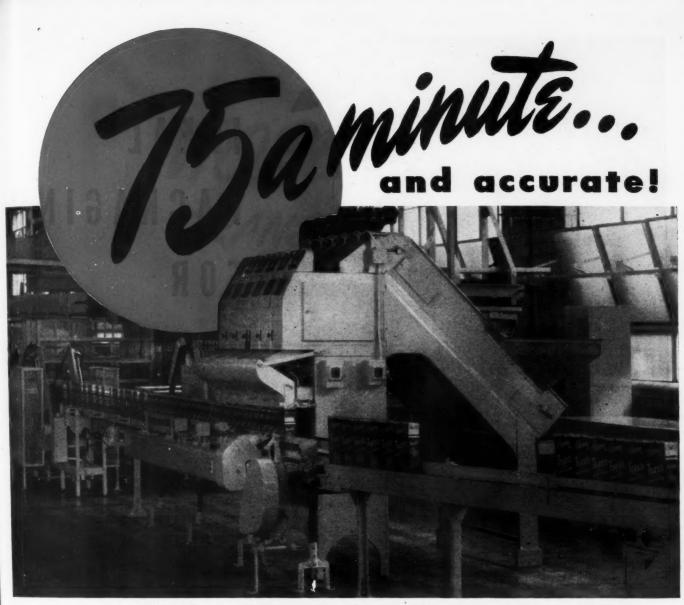


A COMPLETE
LINE OF STEEL
SHIPPING
CONTAINERS

CONTINENTAL

CAN COMPANY

100 East 42nd Street, New York 17, N.Y.



### ...with the TRIANGLE ELEC-TRI-LINE

The new Triangle Elec-Tri-Line System illustrated is automatically weighing and filling crackers into cartons at a rate of 75 packages per minute with accuracies as close as plus or minus one cracker! Despite its high speed this equipment handles delicate products without breakage.

Various models are available to weigh and fill as much as 5 lbs. or as little as ¾ oz. accurately. Production ranges from 10 or 15 per minute in semi-automatic models to as high as 120 per minute on machines with synchronized automatic conveyors as illustrated. Typical products handled include crackers, cookies, biscuits, pretzels, popped corn, macaroni products, coffee, cranberries, dried foods, candies, nuts and nut meats and many other items.

For precision weighing at lowest possible cost, here's the answer! Write for descriptive literature.

#### Features:

2-in-1 Electrically Vibrated Feed Plates—gentle handling

Power-rotated Weigh Buckets—accurate, positive

Acro-meter Weight Adjustment
—operative without stopping
machine

Visible Weighing—You can see the weights!

Dial Control of Feeding—regulates speed

Simplified Scale Mechanism anyone can set it

Streamlined, Enclosed — protected and clean

Screening Device — takes out fine particles

TRIANGLE PACKAGE MACHINERY CO.

907 N. SPAULDING AVENUE, CHICAGO

JUNE 1947

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What is it about packages that makes them stand out on the shelf? It's their ability to catch the eye—hold it—and close the deal. To do that they must make a mightier bid for the customer's attention than the competing brands around them. That's where Rossotti comes in!

We give your packaging the dynamic appearance value and sales-stimulating appeal it needs to hold the ideal edge over your competitors'. When we take over your problem, we make a thorough-going study of your market—and what makes sales tick in that market. Then we examine and compare your competitors' packaging. Our designers go to work and create the packaging that will have the most powerful stand-out appeal for on-the-shelf competition.—But we don't stop there! Our dietitians test your product

in our ultra-modern testing kitchen. We add outstanding customer-appealing features—recipes, foolproof directions, nutritional benefits and other sales stimulants.

Can we handle prompt production and speedy delivery? Our fully-equipped plants on both East and West Coasts—and our dependable sources of supply—are your assurance that your problem will receive quick, dependable consideration.

This is a new day in business—one of increasingly intensive competition. If your labels, packages or folding cartons are not in keeping with the times—it's time to modernize. The Rossotti consultants are at your service. Just write—or 'phone—the branch nearest you.



ROSSOTTI LITHOGRAPHING CO., INC. • NORTH BERGEN, N. J. ROSSOTTI WEST COAST LITHOGRAPHING CORP.: 5700 Third Street, San Francisco 24, Cal.

BOSTON 9, Mass.: 200 Milk Street JACKSONVILLE 9, Fla.: 6503 Sapphire Drive ROCHESTER 4, N. Y.: 16 Main Street, East CHICAGO 11, III.: 520 N. Michigan Ave.

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# MORE LUMARITH\* TRANSPARENT SHEETS FOR YOUR PACKAGING NEEDS

New Equipment now producing increased quantities in... .0075" to .030" thicknesses



Increased manufacturing facilities make additional quantities of Lumarith (cellulose acetate) transparent and opaque colored sheets immediately available.

Here is an opportunity for you to catch up on your commitments...to go after packaging orders you've been sidestepping... and to recommend Lumarith transparent packages to your clients, as the most sales effective of all packaging methods. Celanese Plastics Corporation, division of Celanese Corporation of America, 180 Madison Avenue, New York, N. Y.

\*Reg. U. S. Pat. Off.

LUMARITH\*

FORTICEL\*

CELCON'

CELLULOID\*

VIMLITE'

JUNE 1947

AGING

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# PACKAGING FREE and SEMI-FREE FLOWING PRODUCTS







WHEN packaging free and semi-free flowing products such as cleansers, bowl cleaners, flake lye, drain pipe openers, chemical cleaners, soot removers, coffee, coffee concentrate, baking powder, cereals, soap powder, flour, peanuts, peas, beans, lentils, salt, etc., Industry has turned to PACKOMATIC for more than a quarter of a century for just the right equipment to do the job.

As a result of more than 25 years of specialization in the packaging field, PACKOMATIC has won international acceptance for planning, designing and building packaging equipment to speed products to market from carton filling to shipping case sealing with a minimum of manual effort, maximum speed—and at the lowest possible unit cost. Ask Quaker Oats, Leslie Salt, Armour & Co., among scores of the nation's top producers of packaged items. Let their experience convince you.

Pictured here are a few of PACKOMATIC'S standard filling units for free and semi-free flowing products. These are in addition to PACKOMATIC'S Telescoping Volumetric Filler—now

available for handling free and semi-free flowing products, as well as peas, beans, cut fruits and vegetables from deep-freeze to shipping platform, via PACKOMATIC'S complete production line for filling, sealing, wrapping and case-packing pre-frozen foods.

PACKOMATIC'S Volumetric Fillers are readily linked with PACKOMATIC and other makes of carton sealing equipment—and these in turn are readily linked with PACKOMATIC'S Model D case sealing, numbering (coding), and imprinting equipment.

If you have a packaging project in operation, in process, or contemplated —consult your nearest PACKOMATIC office, listed in the Classified Telephone Directory, or write J. L. Ferguson Company, Route 52 at Republic Avenue, Joliet, Illinois.



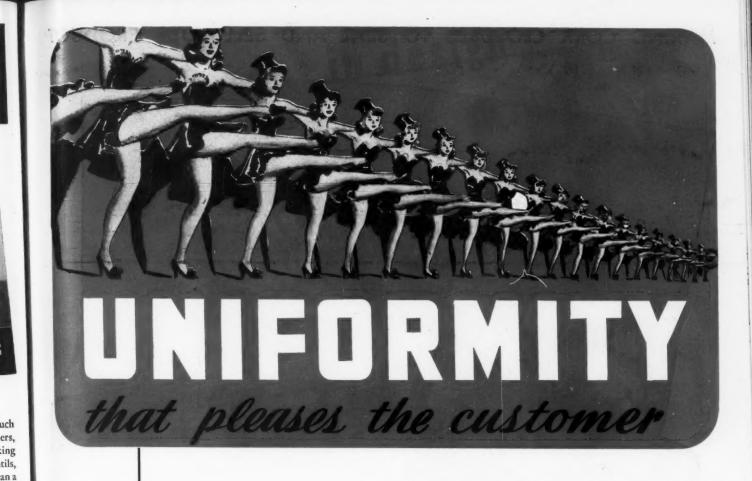
PACKAGING MACHINERY

JL. FERGUSON CO. JOLIET, ILL

Chicago • New York • Boston • Philadelphia • Baltimore • Cleveland • Denver • San Francisco • Los Angeles

Seattle . Portland . Tampa . Dallas . New Orleans

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**UNIFORM FINISH** 

+

**UNIFORM COLOR** 

+

UNIFORM ADHESION

+

**UNIFORM BACKING** 

+

**UNIFORM THICKNESS** 

=QUALITY

MIDWEST
FOILS
ARE ALWAYS
UNIFORM
IN QUALITY

#### JUST OUT!!

Beautiful new sample booklets on paperbacked Foils, illustrating a range of colors, embossings, and plain finishes on various backings.

Yours for the asking .
-write TODAY!



To protect—to sell—Use FOIL

MIDWEST FOIL COMPANY • 519 ZANE ST., LOUISVILLE 3, KY.

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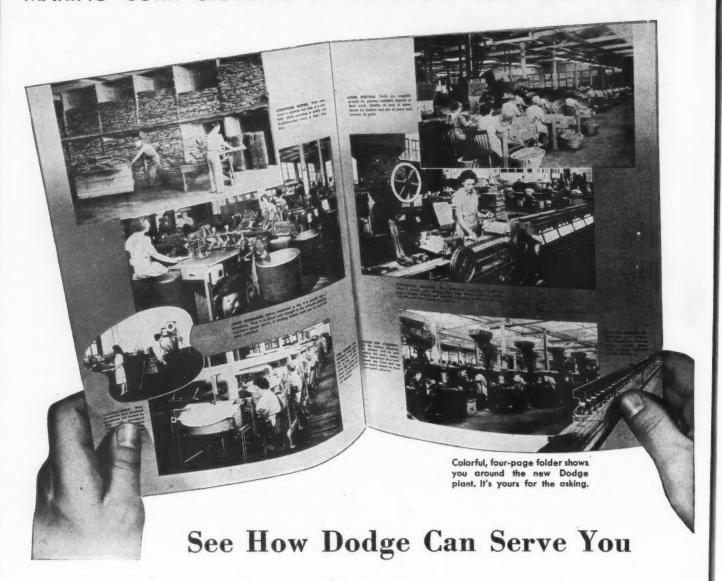
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65

### MAKING CORK CLOSURES TO SEAL AND SELL YOUR PRODUCT





You are witnessing the birth of perfect, air-tight closures—thousands of them. These photos were taken in the new, modern plant of the Dodge Cork Company, in operation since Fall 1946. Now, with an additional plant, Dodge aims to give customers even more efficient service than during the past 21 years.

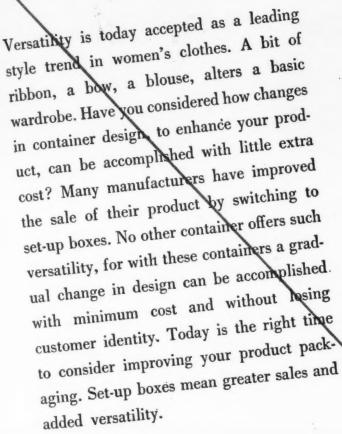
For safe-sealing and extra sales appeal, many Dodge customers choose Dodge Milbossed-Top Corks. Cut to precise dimensions, the high-grade natural cork protects their products; the colorful, hardwood tops help sell them. Tops can be individualized to carry your name or trade mark ... make your product a stand-out. Dodge Milbossed-Top Corks are available in a wide variety of sizes and colors. Send us your specifications.

DODGE CORK COMPANY, INC., LANCASTER, PA.

# DODGE CORK CLOSURES

designed to Guard the Integrity of the Contents

changes in design







# NATIONAL PAPER BOX MANUFACTURERS

AND COOPERATING SUPPLIERS

Liberty Trust Building

Philadelphia 7, Penn.

FOR INFORMATION OR SERVICE . CONSULT YOUR NEAREST SET-UP BOX MANUFACTURER

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#### "A SMART PACKAGE MAKES A BIG DIFFERENCE!"

THIS NOVELTY DISPLAY CARTON is just the thing to step up unit cigar sales. Each of the units is made up of five cigars packaged in a die-cut box. The Sylvania Cellophane overwrap gives the maximum protection and product visibility. A handy tear tape makes them easy to open... easy to sell.

Sylvania Cellophane keeps tobacco products delightfully fresh. Each step in its manufacture is constantly checked. This control assures uniform transparency and strength that stands up under high speed wrapping and the high degree of moisture protection so important in tobacco packaging.

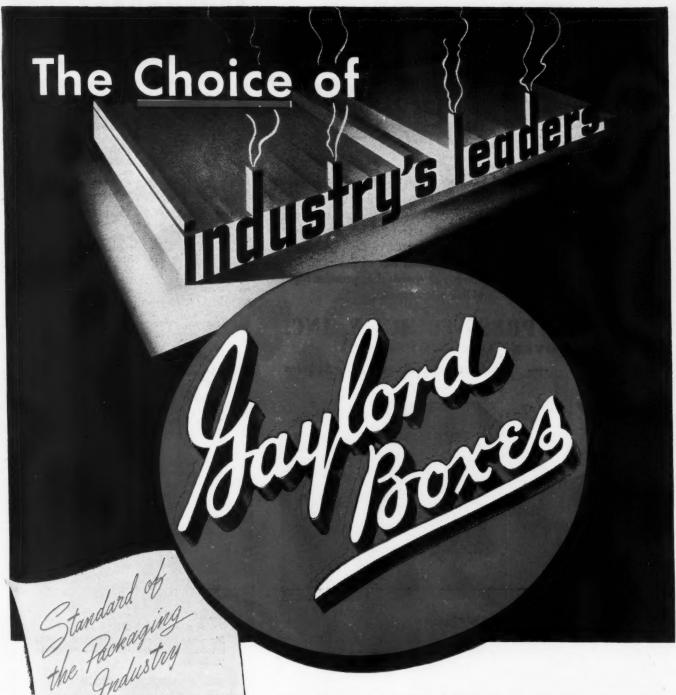
# SYLVANIA CELLOPHANE

Made only by SYLVANIA DIVISION
AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 122 E. 42nd Street, New York 17, N. Y. Plant: Fredericksburg, Va.





Corrugated and Solid Fibre Boxes

Folding Cartons

Kraft Grocery Bags and Sacks

> Kraft Paper and Specialties

THROUGHOUT the broad field of industry, the better things of life travel from factory to consumer in Gaylord Boxes.

Many leading manufacturers of foods, drugs, beverages, cosmetics, textiles, machined parts and other types of products have been quick to recognize in Gaylord Balanced Design the extra values of greater protection for their products and added sales appeal through better printing and perfect color harmony.

## GAYLORD CONTAINER CORPORATION, General Offices: SAINT LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle • Indianapolis Houston • Los Angeles • Oakland • Minneapolis • Detroit • Jacksonville • Columbus • Fort Worth Tampa • Cincinnati • Dallas • Des Moines • Oklahoma City • Greenville • Portland • St. Louis San Antonio • Memphis • Kansas City • Bogalusa • Milwaukee • Chattanooga • Weslaco • New Haven Appleton • Hickory • Greensboro • Sumter

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GING

**How the Kidder Aniliner Improves Printing Quality While Reducing Costs** 

# It's Rugged-Fast-Easily Controlled-Makes a Perfect "Kiss"

Massively built . . . yet with its great weight properly machined, distributed and balanced . . . the Aniliner runs vibration-free at high speeds. And its simple, accessible controls regulate so closely as to achieve the perfect "Kiss" impression that is a necessity for fine aniline printing.

This sturdy American design, created out of the need for such a press, can run continuously at speeds that promise high quality printing, low cost and low maintenance.

## KIDDER PRESS COMPANY, INC.

Machinery Service Co., Los Angeles



## The Aniliner is a "Three-Point Press"

Kidder Three-Point Presses are so-called because they fulfill the three major re-quirements for perfect printing. See how these features win for the Aniliner a place in this famous family.



CONTROL OVER THE PAPER . Mill roll and paper in-feed control • Web on continuous are travels paper steadily. Outfeed and

Constant Tension Rewind.



PROPER DISTRIBU-TION OF INK · Non-Splash Fountains · Deflection-free Fountain Rolls • Accurate setting of fountain and inking roller contact • Precision ad-

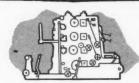
justment of inking roll against plates • Pressure releases during stops • Inking rolls rotate independently during stops.



ACCURACY OF THE IMPRESSION . Rugged concentric plate and impression rolls . Precision adjustment

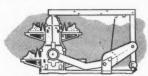
of plate-to-web contact · Plate Cylinders lift during shutdown without upsetting adjustment or register.

The Kidder Aniliner Bulletin will show you opportunities for high-quality, low-cost Aniline Printing, and describes in detail the latest improvements in these presses. Write for it — no obligation of



## **MULTI-COLOR LETTER PRESSES**

for waxed paper, box wrappers, etc., rewound or sheet-delivered - up to 72 inches.



### and "CELLOPRINTER" **MULTI-COLOR PRESSES**

for decorative papers, cellophane, glassine, etc., — up to 65 inches.



## SLITTERS AND REWINDERS

for paper mills, finishing rooms, and small-roll, high-speed slitting — up to 115 inches.



ithography

All America Remembers
MOTHER'S DAY



MOTHED COMMENT OF THE STATE OF

This 1947 official Mother's Day painting, stirringly portrayed by the eminent artist Hayden Hayden, was lithographed by Lutz & Sheinkman in a variety of forms, including broadsides, pennants, posters, streamers, displays, card toppers, miniature stickers, and giant blow-ups. These formed the nucleus of the tremendous campaign which successfully aroused nation-wide attention.

Our large and versatile plant contains 24 presses, modern camera and plate-making equipment, spirit varnishing, gumming and high die-cutting machines . . . these are the facilities that make it possible for us to render the fast, efficient service so necessary in deadline promotion. Whether the next job you are planning is a dwarf or a giant, let us demonstrate how our vast organization can serve you economically and efficiently.

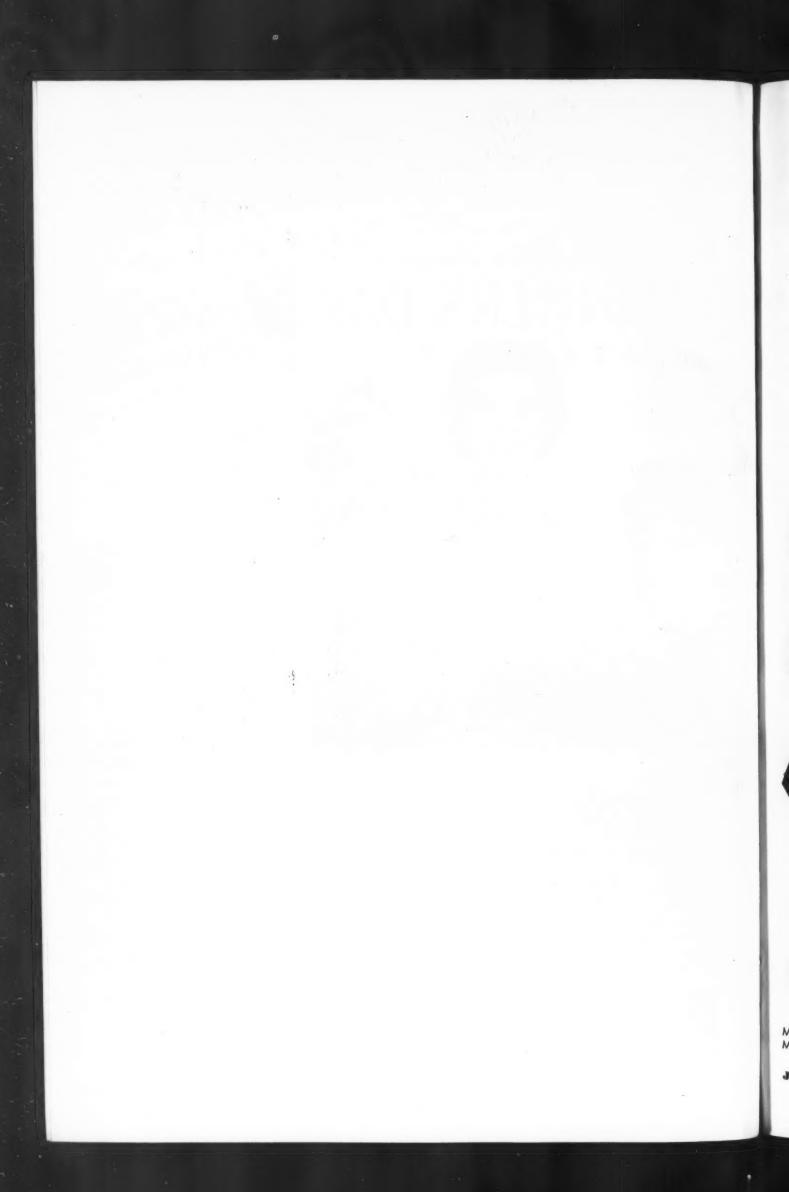


LUTZ & SHEINKMAN

SINCE IROA

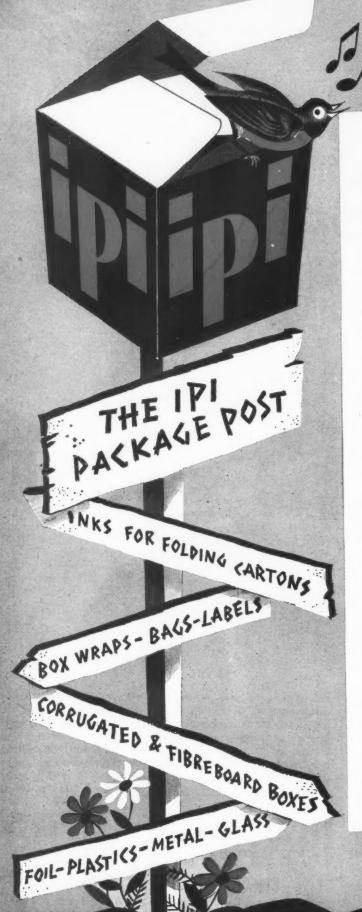
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421 Hudson St., New York 14, N. Y.





Makers of set-up and folding boxes of all types, transparent acetate containers, hand made specialties, counter displays and dispensers. Main Office and Factory: 325 Lafayette Street, Bridgeport 1, Conn. • New York Sales Office: 200 Madison Avenue, New York 16, N. Y.



# A GUIDE TO

# THE EARLY BIRD CATCHES THE BEST COLORS

IN PACKAGE PRINTING, the early bird doesn't catch a worm; he catches the best colors.

For the right time to select printing inks for packaging is when the package is in the dummy stage.

When the ink maker is brought into the picture early, he can aid in the selection of colors which can be matched in inks with the requisite working qualities, deteriorant-resistance, and color fastness.

Many leading package, bag, and label printers, realizing this fact, and recognizing IPI's skill and experience in developing printing inks for packaging, consult us early in their preparations for printing a job.

We invite inquiries from all printers with package printing problems.

## CHECK LIST OF INFORMATION , FOR THE INK MANUFACTURER



To meet today's package printing problems, the ink formulator needs this information: will the package be exposed to sunlight, subject to heat or moisture, handled often? Must it be proof to deteriorants such as perspiration, soaps, alkalies, acids, alcohols, oils, fats, butter, hot paraffin, and adhesives? What is the printing surface (furnish sample)? What is the printing process? To formulate inks for metal decorating, the ink manufacturer should also know baking temperatures and time, character of contents, whether or not the last color will be wet varnished.

# WHICH PRINTING PROCESS IS BEST FOR YOUR PACKAGE?



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All six processes of printing—letterpress, lithography, gravure, aniline, silk-screen, and photo-gelatine—are suitable for package printing. Each process has advantages peculiar to itself. By close and early cooperation with your printer, you can facilitate the selection of that process best suited to your package.

# PRINTING INKS FOR PACKAGING

# THESE FAST-SETTING INKS MEET DEMANDS FOR FASTER PRINTING

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The packaging industry is demanding faster printing. IPI has developed three different inks which set instantly, Vaporin\*, Vaposet\*, and Vapolith\*. Vaporin inks, which set instantly on the application of heat, have been used in the printing of bags and labels with notable success. Vaposet inks, which set instantly on the application of steam or water vapor, have definite advantages in the printing of corrugated board and food packages. Vapolith inks for web-fed offset presses set instantly with the application of heat. Other Vapolith inks for sheet-fed offset presses set fast without the application of heat.

# IPI HAS THE INKS FOR THOSE NEW. HARD-TO-PRINT SURFACES



IPI has developed inks for printing on plastic sheeting, metal foils, plastic coated papers, plasticized cellophane, acetate, and glassine. Special inks have been formulated for molded and extruded plastic containers, and for glass. IPI's research program keeps abreast of the frequent changes in the field of plastics.

# PRINT CORRUGATED BOARDS WET;



Printing on corrugated board is frequently slowed up by the need for drying the board before printing. With IPI Vaposet inks, which set instantly in the presence of moisture, the warm, wet boards can be printed immediately. At one plant, 45,000 corrugated containers were printed in two colors, taped, bundled, and packed in 4 hours. Previously the printer had to wait 12 hours before taping. Rubber rollers must be used with Vaposet inks.

# SELECTING COLORS TO MEET SPECIFICATIONS



Selection of color for package printing is limited by the specifications the ink must meet. If light-fastness is demanded, the selection is smaller than if it is not required. The more special requirements in the specifications, the smaller the choice of colors. The choice is being steadily widened by the technical skill and ingenuity of the ink chemist so that a wide variety of inks is now available to meet almost any reasonable set of specifications.

# COLOR CONTROL DEPENDS ON ACCURATE MEASUREMENT



For setting up permanent color standards, spectrophotometric measurement is recommended as in the A. S. A. Specification and Description of Color, Z-44. When package colors have been subjected to this analysis, precise standards with press tolerances can be established. These standards are then used to keep colors uniform even when different printers produce the same package.

## THERE HAVE BEEN ADVANCEMENTS IN BAG AND LABEL PRINTING INKS



IPI Vaporin inks are especially suited to high-speed printing on paper bags and labels. They are stable at room temperatures but set in a split second at elevated temperatures. These inks print sharp and bright, and bind firmly to the stock. They set and dry so fast that absorption of ink by the stock is reduced to a minimum, and slip sheeting is eliminated. For bag printing involving waxing, IPI Vaposet inks are recommended.

# ODOR-FREE VAPOSET INKS ARE IDEAL FOR FOOD PACKAGING



V2poset inks have two advantages which make them ideal for fcod packaging—1. They, of all printing inks, come closest to being odorless, and 2. They can be run through waxing machines within two hours after printing, and are the real answer to printing, waxing, and rewinding jobs. In addition, Vaposet inks are fast drying. They set instantly on the application of steam or vaporized water; set fast even without moisture. They are available in a full range of colors, print cleanly, have superior sealing qualities, and are easy to handle on sealing machines.

# SHARP PRINTING, LIGHT-FASTNESS, ARE FEATURES OF IPI ANILOX INKS



IPI Anilox inks are 100 per cent pigmented inks for aniline and aniline-type presses. They print sharp, eliminate slip sheeting, and have a high degree of light-fastness on patent coated papers, board, acetate, foil, and highly plasticized cellophane. Anilox inks are workable on plastic sheeting, and many of the other new, hard-to-print surfaces. IPI pioneered the Anilox method of ink distribution which effected control of the ink film, more uniform color, and sharper printing.

\*Reg. U. S. Pat. Of

## INTERNATIONAL PRINTING INK

DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVENUE, NEW YORK 1, N. Y. BRANCHES AND SERVICE STATIONS IN 29 PRINCIPAL CITIES

JUNE 1947



From packer to platter...

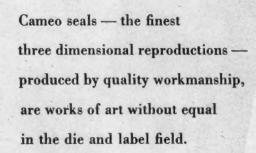
Hundreds of packers of moist foods-such as butter, shortening, ice cream, cheese, poultry, meat and vegetables-have learned they can rely, year after year, on the uniform protection afforded by West Carrollton Genuine Vegetable Parchment. For one thing, this parchment has wet-strength second to none in the field of packaging materials. And it keeps its strength even when boiled or frozen. When the customer unwraps the product, with all of the natural flavor still there, the parchment "comes clean" easily, with the utmost convenience. If you take pride in your product, investigate the superior qualities of this fine, dependable parchment. Ask about the complete printing facilities in our own plant, which can supply wrappers printed in special inks, in a full range of colors in practically any combination. Write for full details.

WEST CARROLLTON PARCHMENT CO., WEST CARROLLTON, OHIO



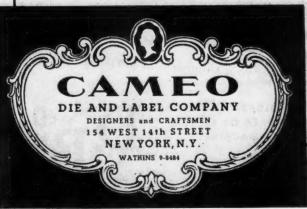


Chantment



Just as the exquisite craftsmanship of Egyptian cameos made them treasured works of art, so the exquisite craftsmanship of Cameo seals and labels lends artistic beauty to your package.





JUNE 1947

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OHIO GING



FROM ACTUAL PHOTOGRAPHS, AT A DISTANCE OF 3 FEET

These are three commonly used methods of marking packages—stenciling, labeling and hand-marking — common carriers, such as the railroads, truckers and Railway Express, recommend stenciling.

Why take a chance—rain and damp weather obliterate type or hand written labels—avoid hand addressed mistakes — illegibility — labels coming off — lost shipments — delayed shipments.

Stencil address your shipments to keep your packages out of the carriers' Lost Shipment Warehouse.

THE WORLD'S OLDEST AND LARGEST MANUFACTURER OF STENCIL CUTTING MACHINES



AL CITIES—SEE CLASSIFIED SECTION—TELEPHONE DIRECTORY—

SHIPPIN

78

MODERN PACKAGING

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## HE'LL DO A JOB OF "LEDGERDEMAIN" FOR YOU

The Mead Paper Man fancies himself as a "paperdigitator"
... a master of paper-magic who can have a benign influence on your balance sheet. In the guise of the modern research laboratory of the Mead New Products Division, he would like to make a few passes at the manufacturing, warehousing, distributional, or merchandising problems which have been perplexing you no end. The demons of cold, heat, humidity, vapors, gases, and greases may not

vanish into thin air . . . but he has many a trick for foiling them outside your package. His wand is honest toil and the midnight oil, and he doesn't promise the impossible. He has done things with functional paper, however, which make the Hindu rope stunt seem commonplace...for back of him are the full facilities and resources of one of America's most versatile paper manufacturers, now in its second century of experience. Call your card from the middle of the deck!

## **NEW PRODUCTS DIVISION**

THE MEAD CORPORATION

CHILLICOTHE, OHIO

SALES OFFICES: THE MEAD SALES COMPANY, 230 PARK AVE., NEW YORK 17 • 131 N. LUDLOW ST., DAYTON 2 • 111 W. WASHINGTON ST., CHICAGO 2

JUNE 1947

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FILLING - PACKAGING - WRAPPING MACHINES

materials on one machine!

for foods, groceries, drugs, chemicals, cosmetics, etc.

"Better machines for better packages"
Write for complete information



FRANKFORD, PHILADELPHIA 24, PENNA.





For that

Luxury Look
that Lingers Longer ...

Package it with

NASHUA

Rayon
VELOUR

Available in eight colors and a wide range of attractive embossing patterns

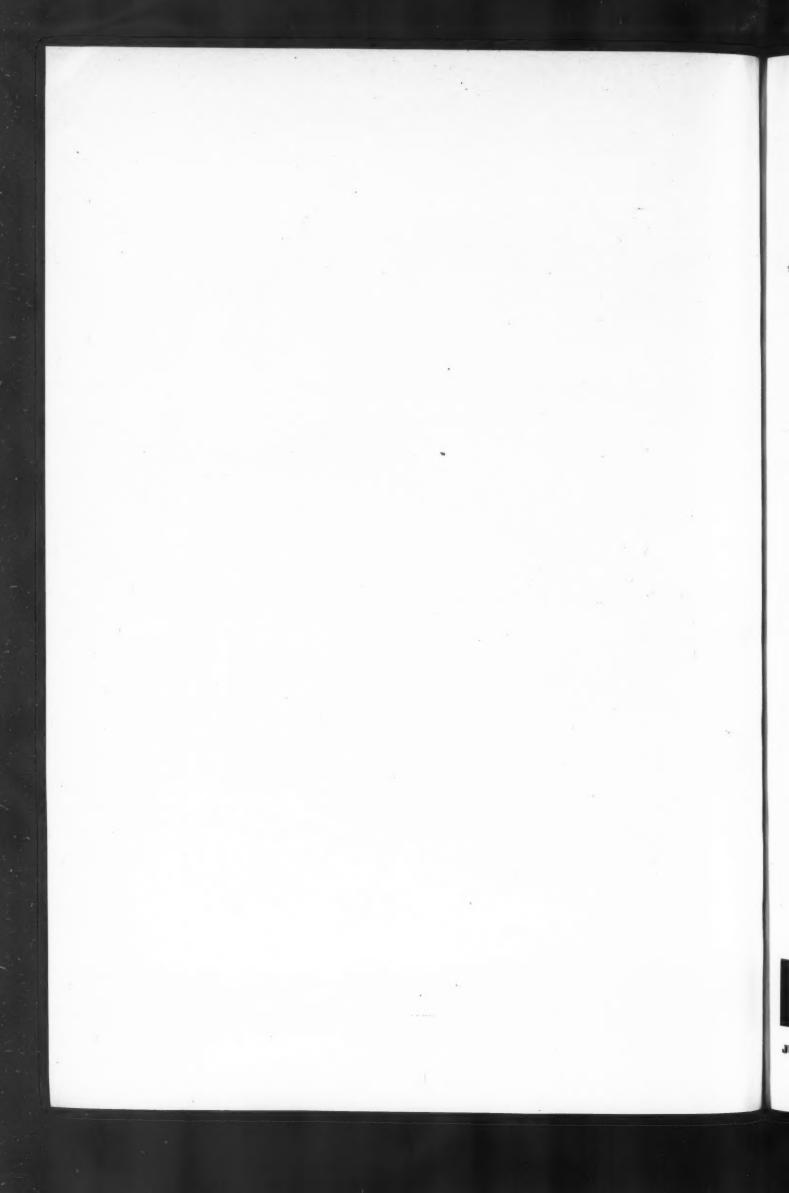
oft as a kitten's fur . . . rich as the velvet it resembles—that's Nashua rayon velour. The luxurious, cloth-like texture of this material spells out smart style and enduring quality. Boxes and brand names benefit—sales are stimulated when Nashua velour enhances the eye-appeal of the package. Our new equipment

write for samples in varied colors and embossing designs.



Nashua Gummed and Coated Paper Company

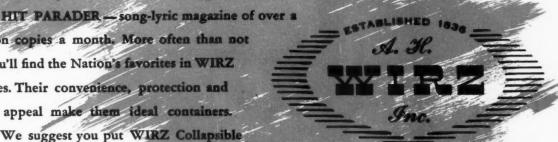
NASHUA, NEW HAMPSHIRE





Teen Agers are a knowing lot. Seventy-six percent of them prefer tooth paste and 45 percent prefer Colgate's, more than double the next two brands. Congratulations to this national favorite and WIRZ customer of long standing. The figures come from the recent study made by Market Research Company of America of 3,000 readers of

million copies a month. More often than not you'll find the Nation's favorites in WIRZ Tubes. Their convenience, protection and added appeal make them ideal containers. We suggest you put WIRZ Collapsible Metal Tubes in your packaging plans.



Fourth & Colo Sts. . CHESTER, PA. Export Division - 751 Drexel Bldg., Philadelphia 6, Pennsylvania

New York 17, N. Y. 50 E. 42nd St.

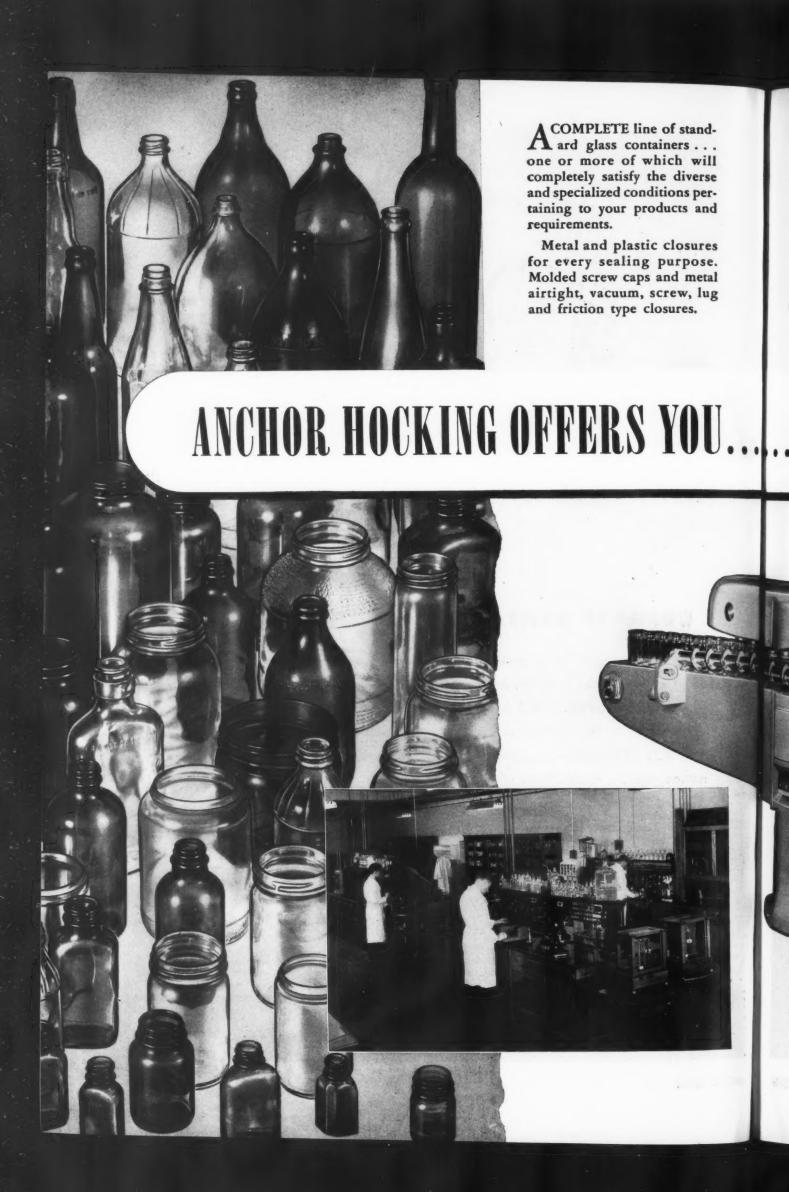
Chicago 4, III. 80 E. Jackson Blvd.

Memphis 2, Tenn. Wurzburg Bros.

Havana Cuba Roberto Ortiz Planos

A. G. Spilker
Los Angeles 14, Calif. 1709 W. 8th St.
Exposition 0178 — Also Danville, Calif.

Collapsible Metal Tubes • Lacquer Linings. • Wax Linings • Westite Closures • Soft Metal Tubing • Household Can Spouts • Applicator Pipes • Compression Molding

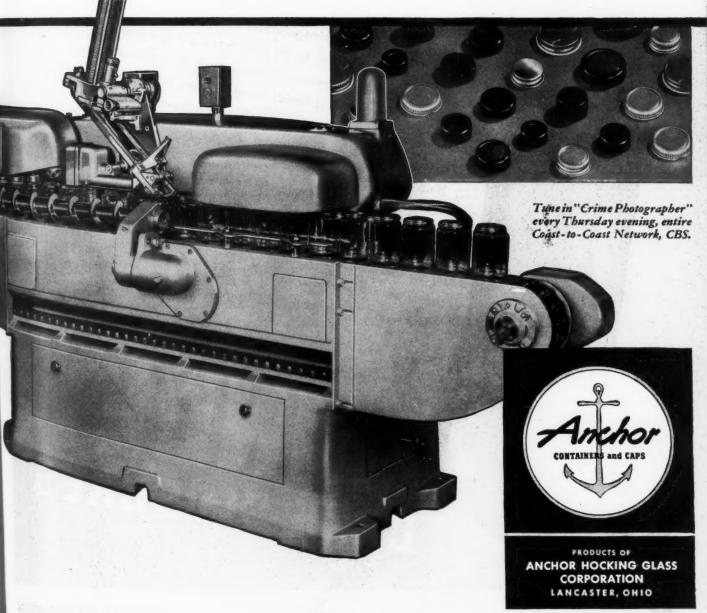


Automatic, semi-automatic, hand and foot type sealing machines for airtight and vacuum application of friction type closures at speeds ranging from 25 to 500 per minute. Shown here is the new Anchor Steriseal straight-line steam vacuum capping machine which seals 75 to 250 glass containers per minute.

Modern, competently staffed Package Engineering and Research Laboratories... available free of charge to help you solve packaging problems.



this / complete glass packaging service



# GOOD PACKAGING BEGINS WITH GOOD SEALING

# For Corking Corking Performance Performance

The finest sealing protection is a good cork closure. Our people have specialized with cork sealing for 80 years. We know cork in all its various grades, and our chemists are familiar with the specific sealing requirements of bottled liquids. Mundet buyers are located in ing requirements of bottled liquids. We would specify the seal of each year's crop.

of getting the best of each years crop.

Here in our domestic factory, we have redesigned and improved cork manufacturing equipment on the basis of what we have learned about bottle sealing. Your products benefit from our experience and facilities. Get in touch with us for practical suggestions on modern sealing with cork. Mundet representatives in principal cities provide sealing with cork. Mundet representatives in principal cities provide convenient and prompt contact. Mundet Cork Corporation, Closure Convenient and Prompt Contact. Brooklyn 11, N. Y.

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# IS YOUR PRODUCT LISTED HERE?

ELECTRIC GAS RANGES RANGES DEEPFREEZE REFRIGERATORS UNITS OFFICE WATER DESKS **HEATERS** STEEL FILING **BROOMS** CABINETS WALLBOARD **MATTRESSES** 

Bemis' sturdy kraft paper covers get these and many other products to market with easy handling, low shipping charges, and ample protection.

Bemis covers are slipped over the product in a jiffy to seal out dust and dirt. With this scuff-resistant cover, the product can be stored for months and be ready to go onto the display floor sparkling fresh at any time.

You can probably save substantial sums on shipping charges alone by talking with the Bemis Paper Bag Specialty Man.

## BEMIS BRO. BAG CO.



PAPER BAG SPECIALTY DIVISION . 1054 South Vandeventer, St. Louis, Mo.

(or if it is even remotely related)

# Then...see how BEMIS can serve you with Good Packaging at Low Cost



## FILL OUT AND MAIL THIS COUPON TODAY

BEMIS BRO. BAG CO., Paper Bag Specialty Div. 1054 South Vandeventer, St. Louis, Mo.

How can Bemis help cut packaging costs for our products? We manufacture.....

Name

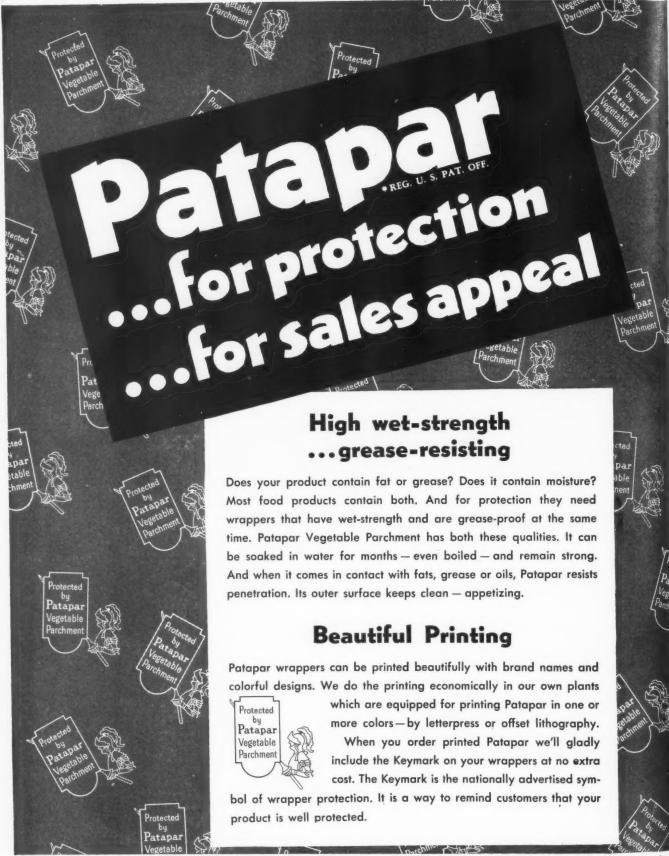
Firm Name\_

Street

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Paterson Parchment Paper Company • Bristol, Pennsylvania

Headquarters for Vegetable Parchment Since 1885

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON ST., CHICAGO 2, ILL.

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JUN



Women vote 2 to 1 for fruit cocktail or fruit salad in glass - just another example of the

# One Look... and she's sold!

You can sell more of your product only if the retailer sells more. And more traffic, faster turnover, are the only offsets in sight for his increased costs.

So what do consumers want? How can he make them buy more?

Mrs. Housewife wants first of all to SEE before she buys. And sight is the greatest builder known for extra sales, impulse sales.

She buys more . . . buys faster. And the grocer's selling time is saved when the product has the chance to sell itself.

**FRUIT** 

aglas containers . SELL ON SIGHT

OWENS-ILLINOIS GLASS COMP'ANY

TOLEDO I, OHIO . BRANCHES IN PRINCIPAL CITIES

JUNE 1947

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SYRUP

# FILL ANY TYPE OF CONTAINER WITH VERSATILE RODGERS FILLER

Immediate Delivery!

You can change over from a  $^1/_2$  oz. to a 10 lb. package in 10 seconds with the Rodgers Filler. All you need do is set two dials, one controlling the filling cycle and the other the transfer time. This is a patented feature of the Rodgers Filler, designed by Cragar.

Some of the other features used exclusively in our filler are: an overrunning clutch assuring unusually smooth operation and long life; all mechanisms located above the tube and auger so that material cannot interfere with moving parts; sealed ballbearings; auger speed independently controlled.

ANTIONE EGG PARCASE

ANTIONE E

We have geared our production to meet the increasing demand for our Filler. Take advantage of our immediate delivery schedule.

The Rodgers Filler can be furnished fully automatic with intake and discharge conveyor.



Pat. Pending

Write for illustrated catalog or send us a sample of your product. We will give you specific information after a practical run on the Rodgers Filler.



## Manufacturers and Distributors of:

Batch Powder Mixers
Sizes up to 4000 lbs. capacity.

## Tube Closers and Crimpers

Folds, closes and crimps. Will make single or double folds for tubes up to 21/2" diameter.

## Portable Agitators

High speed or gear head,  $\frac{1}{4}$  to 2 hp. Propellers from  $2^{1}/2^{n}$  to  $10^{n}$ .

## Stainless Steel Tanks and Kettles

Built in standard sizes from 20 to 500 gallons.

## Tube Clips

Adaptable to closing and clip-fastening machines, to fit tubes  $^{1}/_{2}$ " to  $1^{1}/_{2}$ " in diameter. Stocks of all sizes maintained.

## Tube and Jar Fillers

Adjustable for filling pastes, ointments, creams, or semi-liquids.

## GEORGE G. RODGERS COMPANY, Inc.

225 WEST 34th STREET

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NEW YORK I. N. Y.



- INTRIGUING SET-UP BOXES
  - SPECIALIZED PACKAGING
- UNUSUAL MERCHANDISE COUNTER DISPLAYS
  - CREATIVE FOLDING BOXES



Creators

JUNE 1947

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You are entitled to know the real facts behind the can situation

The can, being more than 98% steel, has its real origin in the iron mine.

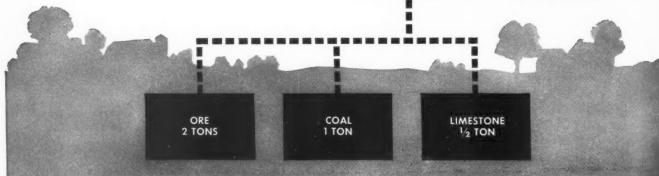
Steel which must come from iron is the crux of the story.

Ore, coal, transportation are all factors in making steel.

There just isn't enough steel to go around.

The steel mills are working under a handicap and what handicaps steel handicaps Crown and every other can manufacturer.

CAN MANUFACTURERS TINNING MILL **(---**TIN ROLLING MILL STEEL .... CONVERTER SCRAP 1 TON PIG IRON AIR 5 TONS BLAST FURNACE





THE NATION'S THIRD LARGE SOURCE OF SUPPLY

CROWN CAN COMPANY · PHILADELPHIA · Baltimore · Chicago · St. Louis · Houston · Orlando · Fort Wayne · Nebraska City

MODERN PACKAGING

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# PACKAGING

VOLUME 20

NUMBER 10

JUNE 1947





Carded packages are miniature displays at the point of sale. Sometimes the card is overwrapped with cellophane for added protection against handling. The Park Avenue brush card identifies the nylon bristles. The die cut in the Nee-Action vegetable-peeler card becomes a functional suggestion to show the purchaser how the product is to be used. The Safety Roll Jr. can-opener card employs a similar "show use" idea.

## CARDED MERCHANDISE

This low-cost device for impulse selling has thousands of uses;

with counter space at a premium, it deserves best of planning

package form that has moved into the big time with self-service merchandising is the merchandise card. For very little cost, it performs all the essential packaging functions for small, awkward-to-handle, quick-turnover items—protection, convenience, directions for use. It presents a product in open display where the customer can see and handle it, usually without touching it, because she fingers the card, rather than the product. In fact the merchandise card does practically the whole selling job when the clerk has little

more than time to make change. By adding bulkiness to small items, the card also helps to discourage pilferage.

Cards came into use as packages for hooks and eyes, buttons and other small items that had to be held together in convenient selling units.

Today its application has broadened to thousands of products in such general classifications as cosmetics, jewelry, foods, ribbons, art needlework, men's furnishings, home furnishings, sanitary goods, rubber sundries,

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housewares, stationery, shoe findings, foot plasters, sun glasses, electrical items—even cigarette lighter flints,

phonograph needles and garlic cloves.

Today carded merchandise assortments are growing by leaps and bounds. Many of the items which disappeared during the war are back and many new ones are being introduced. Counter space is at a premium. Every bit of space in the variety store as well as on the counters of drug, hardware and department stores must be utilized to bring in the maximum amount in dollar sales.

It is a time then for the manufacturer who uses the merchandise card to re-examine his carded packages and to plan them for maximum salesmanship.

A merchandise card requires the same careful study as the planning of other kinds of packaging and many principles must be observed in developing a successful

carded package.

## Card sizes for syndicate store bins

First consideration, perhaps, is the size of the card. For syndicate store distribution, the cards must be designed to fit standardized syndicate store bins.

At the recent Variety Merchandising Clinic in New York, Fred E. Myers, sales promotion manager of the H. D. Green Co., Inc., pointed out this requirement forcibly:

"Manufacturers who expect to get counter space or keep their items on variety store counters should plan their packaging so that counter space will not be wasted through widths of packages which are fractions too wide for the standard sized bins," he said.

"Counters are laid out in sections and each section spaced off with display bins or feature boards. The widths of the bins are 4 in., 5 in., 6 in., 7 in., 8 in., 9 in. and 10 in.; the width of the feature boards is usually 14 in. These are standard sizes for display of small ware items. For the larger and bulky items, two or more widths of counter boards are used to provide the needed width.

"In our stores, by far the greater number of items handled are in the small ware group and we get the most gripes from our display people about the lack of package planning of small ware items to fit into the standard

sized display bins."

In any variety store you can see examples of the improvising and scheming to display items on the counters. Cards are folded over, bent up in the middle, sometimes wedged in so tightly the customer can't get them out. Sometimes cards that may be only an eighth of an inch too wide have to be trimmed by hand in the store to make them fit. This usually means cutting off some of the printed matter or illustration that not only spoils the appearance but sometimes ruins trade identity or selling message. Manufacturers could easily have ordered such cards an eighth of an inch smaller had they studied the standardization of the display bins. In such cases filler strips could be used to widen the bins, but that makes the width too great for other items in the same cross counter section and wastes space.

Hair goods, notions, stationery, toys, hardware, home furnishings and electrical items on cards are the worst offenders, it seems, from the standpoint of not conforming to the sizes of the bins. Jewelry cards are also said to be poorly planned with little thought to sizing them correctly for attractive display. Standard sized bins for jewelry are 6 in. and 8 in., yet rarely do jewelry items come carded for display in those bins without having to lap them over, according to Mr. Myers.

Bin sizes should be studied carefully before the cards are planned. Manufacturers of carded items which come in different colors, sizes or styles should also anticipate the stores' requirements and not send assortments with too many colors or sizes that are not popular sellers. Nor should they pack in quantities that are uneconomical for smaller stores. Such distribution slows up turnover and ties up inventory which keeps the store manager from re-ordering the good sellers.

## Cards for other self-service outlets

The growth of self-service selling in stores other than syndicates has also encouraged the use of merchandise cards in many other types of outlets. Here size of the card is not so important unless, of course, the manufacturer also sells the same items in the syndicate stores. In such instances it is wise to plan the size of the cards for syndicate store convenience, but arrange them in space-saving counter display units for convenient selling in other types of outlets such as drug, hardware, grocery or department stores. A good example of such planning has been done by the Scolding Locks Corp. of Appleton, Wisc., makers of bob pins and hairpins. company puts 30 bobby pins on a card suitable for 5-and-10-cent store counters. The same cards are also put in a colorfully lithographed folding display carton that is convenient for counter selling in any type of store other than the syndicates where hair goods might be carried. This company also combines its merchandise cards with cartoned hairpins for use in larger lithographed display units.

In designing the display units for carded merchandise the same principles apply as for other types of counter display. Space is more and more limited in stores as merchandise is returning to the market and such display units must be designed with an eye toward space

conservation.

If your carded package is designed specifically for syndicate stores, however, do not waste expensive color printing on display cartons, because they will only be thrown away when the merchandise is stocked in the bins. Ordinary chipboard boxes will do this job, if they are well labeled for quantity, size, color, etc. Many of the large cosmetic houses pack their carded lipsticks for the variety store in such inexpensive chipboard boxes.

## Securing items to cards

Structurally the cards must be of sufficient weight board to provide convenient rigidity for handling. Cards may also be lacquered to give them protection

Cashmere Bouquet Park & Tilford Ponds"LiPS"

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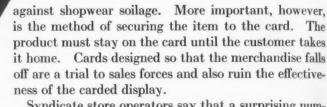
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Syndicate store operators say that a surprising number of items are not carefully secured to the cards. Such carding is as good as no packaging. It gives a sloppy appearance to the bins, while display and sales value of the card is completely lost. It behooves the user of cards, therefore, to be sure his card is a sturdy unit. The little extra cost to do the job right is well worth the price.

Merchandise may be affixed to cards by stapling, by slipping or threading it through die-cut slots or by gluing. The two former methods are most widely used and probably for the greatest number of items are still done manually, although a number of companies which do large-volume business have developed their own specially designed automatic machinery.

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PHOTO, GOODYEAR TIRE & RUBBER CO.

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gluused still hich own Comparatively recent entry into the carded merchandise field is the food industry. Seafood appetizers become impulse items when packaged in Pliofilm envelopes and stapled to a sturdy, attention-getting counter card. Such packages will sell on drug and delicatessen counters.



Scoldy Lox Corp. presents a handy counter dispenser for use in drug and variety stores combining carded bobby pins with hairpins in cartons. These carded packages are also suitable for bin sizes in the 5 and 10's—a point which manufacturers should give careful consideration.

The DeLong Co., for example, card hooks and eyes semi-automatically. The hooks and eyes are placed by hand in a metal form which is run through a sewing machine. DeLong cards bobby pins, snap fasteners and safety pins by hand, since no satisfactory method of carding has yet been developed. Another company, however, is reported to have recently developed its own automatic equipment for affixing bobby pins to cards.

There are several industrial designing firms who claim they can design machines to perform any type of carding but, of course, the cost of such development must be carefully worked out in accordance with each user's own requirements. Certain specialized automatic machines can be produced for about \$20,000. If a carding job done by hand requires six or seven persons working regularly, it will not take long to amortize the cost of the machine production.

One of the most ingenious carding developments is that recently adopted for the carding of Mastro Plasticolor Clothespins. A series of blades which move on a long conveyor belt picks up the plastic clothespins by the slots in the pins from a hopper, carries them in orderly arrangement to a station in the machine where they converge in dozen units. Another part of the machine crimps a board into 12 flutes, moves it into posi-

tion where the flutes are in opposition to the 12 slots in the clothespins. At this point the pins are wedged by pressure onto the flutes of the card, while at the same time a backer card is glued to the crimped board holding the clothespins. For further protection and identity, some of this company's carded assortments are machine wrapped in printed cellophane.

A number of firms would like the labor-saving advantages of high speed automatic carding equipment and are just waiting for the time when they can obtain such machinery.

Several firms, particularly in the cosmetic field, will affix merchandise to cards on a custom basis. Such firms have stapling machines adjustable to the various types of staples used for securing lipsticks to cards. They also have facilities for putting small plastic containers, such as rouge boxes, through die-cut openings, or for making and filling packets and affixing them to cards or catchbook covers.

## Appearance of the card

A merchandise card must be a miniature point-ofsale display. It must first have the power to attract the shopper to itself. She must be attracted by color or illustration. The huge eye used on the Mabelline cream mascara is a good example of a strong attention getter. The eye peers at you from any direction. You look at the eye. Then you are attracted to the tiny products attached-a tube of mascara and a tiny brush-for only a dime.

Sometimes the attention getter is the unusual shape of the card itself-such as a card in the shape of a can to show how to use the Vaughn's Safety Roll Jr. can opener. Another manufacturer uses an illustration of a yellow carrot die-cut on a card to demonstrate the use of the Nee-Action vegetable-peeling device. Another prints a picture of a window to illustrate functionally the use of a curtain pull cord.

An unusual idea is that of one button company producing buttons in the shape of tiny animals which makes a "Kiddie Button Kutout" premium of the card for children.

Next to attention value is the opportunity the card offers to identify product with trade name. Many users of cards, even today, are missing this chance of building a trade name for themselves by not printing such identification prominently on the card. Many jewelry items on syndicate store counters have no identification at all.

Price is another incentive to syndicate store selling and since carded items are usually sold at fixed prices, the manufacturer may print price in a position where it will be seen quickly. Since the carded items deal with popular-priced items that the shopper will purchase on sight, this is a very important part of the

These attractive carded packages for Mastro Plasticolor clothespins reveal one of the most modern developments in present automatic carding methods. These plastic clothespins are carded in half dozen, dozen and two dozen units. Some of the cards are overwrapped with printed cellophane.

information which should be included on the card.

The use of the back of the card is also effective for directions for using the product. Card backs also may feature related products manufactured by the same company and thus they serve as a sales promotional medium.

Cards may also be planned to increase the unit sales of items. A shopper going to buy an eraser at a stationery counter may be induced to buy three erasers if she sees a card with a pencil eraser combined with a typewriter eraser and a cube of art gum. Or she will buy three drain stoppers instead of one if she happens to pick up a card containing three instead of a loose one from a bin.

Merchandise cards are a challenge to the package designer to develop new selling ideas. So far many of these cards have been produced with very little thought to the basic selling principles of package design. The volume on some carded items is so tremendous that they deserve the best package thinking, particularly in these times when the package must carry a heavier load of salesmanship.

## Acknowledgment

Appreciation is expressed to the following for assistance in supplying information for this article: Stecher-Traung Lithograph Co., Rochester, N. Y.; Kolmar Laboratories, New York; Empire Designing Corp., New York, designers of the illustrated clothespin carding machine.

The plastic clothespins are affixed to the cards in this ingenious machine which arranges pins in units of a dozen, crimps a fluted card to which they are secured automatically and at another station glues on a backer card. Cellophane wrapping, when used, is a separate operation.







# This month's COVER PACKAGE\*

o. 6 of a series

## THE PROBLEM:

To create a basic package design adaptable to a family of textiles, comprising sheets, pillow cases, hosiery,

etc., under the brand name "Lyncrest." The physical problems include protection against rough handling and soilage and sizing of the packages to fit retail shelves. The structure and styling of the package should be such as to encourage counter and window display; at the same time it must not be a costly package. A strong family relationship is a design must. The package must meet the merchandising requirements of the high-grade department store and the recommendations of the National Consumer-Retailer Council as to informative labeling.

## THE SOLUTION:

A survey of typical manufacturers and outlets brought out the points incorporated in the final design. The

key element is a strong identifying trademark based on the letter "L" and formed into a decorative heraldic symbol suggestive of the name "Lyncrest." Effective company-product recognition and family relationship are obtained through the stylized symbol and logotype. The two packages shown illustrate the applicability of the basic design to both utility and fashion textiles. The sheet package holding two sheets (because the survey showed sheets are usually purchased in pairs) is a folding carton, providing protection, effective printing surface, easy stocking and display and eliminates gluing of labels to merchandise. The back of the carton presents all pertinent information for clerk and consumer, including thread count, tensile strength, per cent of shrinkage, washing instructions, torn sizes, etc. Freshness of design and color connote quality within. The hosiery package is a set-up box with trademark and the word "hosiery" blind embossed and the latter varnished. A sophisticated effect is enhanced by the play of contrasting elements of color and texture. Ends of both packages carry around the strong identifying trademark, logotype and color.

## THE DESIGNER:

One of the few design teams in the country, Ben Koodin and Harry S. Lapow have been active in packaging

for more than 15 years; six years ago they formed Koodin-Lapow Associates, with studios at 250 W. 57 St., New York. The working out of their Cover Package illustrates their talent for probing into the heart of the client's merchandising problems and producing a sales-compelling package. They are recognized for their sound production "know-how," which enables them to follow through on long-range packaging projects. They are just now concluding the complete redesign of one of the country's largest drug lines. One of their recently completed jobs is illustrated in an article in this issue ("Family Reunion," p. 118). Other clients include such companies as Rexall Drug Co., I. B. Kleinert Rubber Co., R. H. Macy and Chicopee Sales.



KOODIN & LAPOW

rand and company names used in this hypothetical design purely fictitious; the design remains the property of designer who conceived it for this cover illustration. resemblance to any existing package is purely coincidental.



Armour's cellophane-and-Pliofilm package, first to appear, is printed in standard Armour Star design but leaves a window for display of bacon slices. Note how envelope cleaves to the product, indicating the vacuum within.

# FLEXIBLE VACUUM PACKAGE

A significant newcomer, promising vacuum protection

to food products at low cost, reaches the stage of market testing

A major development in consumer packaging, cloaked in secrecy during several years of development, made its first public appearance last month.

Shoppers in Aurora, Ill., Hartford, Conn., and Pough-keepsie, N. Y., found in their meat markets a half-pound package of sliced bacon bearing the familiar Armour Star label and looking very much like any other envelope-type package of bacon—except for the rather surprising legend: "Vacuum packed."

"This Armour Star bacon," said the back label, "is vacuum packed to keep its fresh, sweet, smoked flavor sealed in for you. Even after opening this package of Armour Star bacon, it will retain its original goodness longer in your refrigerator."

A vacuum in a thin, flexible, transparent envelope? To the uninitiated the idea may seem fantastic, but to those who have been aware of the many months of testing, technical<sup>1</sup> and machine development, it now

appears quite practical. Depending upon the outcome of current sales tests and further development of large-scale production machines, it may extend vacuum packaging at low cost to hundreds of perishable or unstable products which, for one reason or another, cannot be practicably packaged and merchandised in tin or glass.

No one—not Armour, not the package supplier or the many interested observers—is ready to say yet that the flexible vacuum package is an unqualified success. The present operations are strictly test marketings on a very limited scale to determine not only consumer reaction, but the physical qualities of the package in handling through regular merchandising channels. The machine that does the vacuumizing and sealing—key to the whole operation—is understood to be only a small pilot model, although neither the user nor the package supplier is talking about it for publication.

However, it is significant that after months of testing the machine and package, Armour (a cautious mover in

 $<sup>^1</sup>$  See "Ottawa Test Sand," Modern Packaging, May, 1947, pp. 145–147, for test data on flexible vacuum packages.

packaging innovations) has started a marketing operation, accompanied by considerable publicity fanfare and an extensive newspaper advertising campaign in the cities where the package is being introduced.

Armour has distributed a general publicity release which contains little information, but does make some strong claims for the package. "Dealers and consumers alike will be vitally interested," it says, in a "revolutionary new packaging discovery" which "enables the dealer to provide his customers with fresh bacon at all times."

Pointing out that the present marketing is on a testarea basis, the release states that if the package proves successful it will be made available generally. "For the first time," it says, "consumers will be able to obtain sliced bacon in its original natural freshness." It

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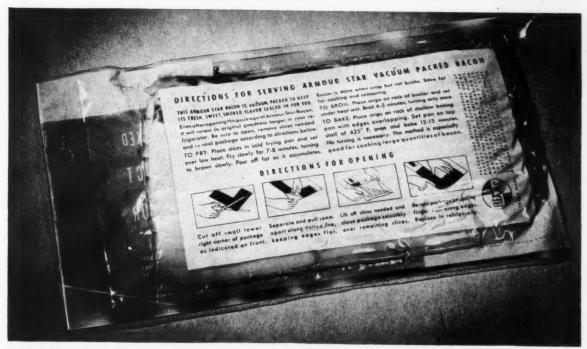
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calls attention to the package's adaptability to self-service selling and to its easy-opening qualities.

The package is a laminated sheet of cellophane (outside) and Pliofilm folded over at the left side and heat-sealed, after filling, on the other three edges. The exterior sheet of cellophane is lithographed in color, prior to lamination, on the reverse side. With its glossy surface and protected printing it makes an extremely attractive package, using a solid cedar red background color, enlivened with white lettering and the blue star, as standardized for the entire Armour package family in a recent redesign program.<sup>2</sup>

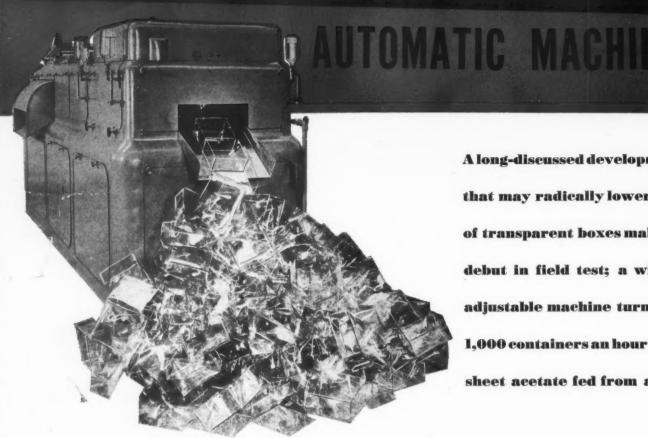
While details of the machine as used by Armour have not been publicly disclosed, the principles are common knowledge among (Continued on page 182)

Strong sales point is made of the effectiveness of vacuum protection in preserving bacon flavor. Directions for opening and reclosing are given on back panel. With corner cut off and vacuum released (below), envelope is simply peeled back to remove slices. Pressing edges together recloses pack.





<sup>&</sup>lt;sup>2</sup> See "Armour Star to Shine," Modern Packaging, Aug., 1945, pp. 91-95.



A long-discussed development that may radically lower cost of transparent boxes makes a debut in field test; a widely adjustable machine turns out 1.000 containers an hour from sheet acetate fed from a roll

1. Better than 16 boxes a minute flow from the world's first completely automatic machine for the blanking, crimping, setting up and gluing of transparent plastic containers. In production, containers are taken away on a conveyor.

or many months the packaging field has buzzed with rumors about the development of a completely automatic machine for the manufacture of transparent set-up boxes from plastic sheet—a development which, by radically lowering the cost of such boxes, might revolutionize this phase of packaging.

One such machine has now reached the stage at which the rumors can be confirmed and details of its operation given. It is in daily operation at the plant of a Midwestern box maker, taking acetate from a roll and turning out completed rectangular boxes in a wide variety of sizes at the rate of 1,000 an hour. This is a final, 90-day field trial and upon its successful conclusion regular manufacture of the machine will be started at the Cincinnati plant of a large machine-tool maker where the idea was conceived and developed.

This machine, to be known as the Trans-Bo-Matic, should not be confused with the automatic drawing press which-limited to production of comparatively small containers by the drawing process, in curved shapes only-was developed during the war and first announced in Modern Packaging in April, 1945.1 It should not be confused, either, with the more recent and somewhat analogous process of blow molding, which also is limited to containers of curved shapes.2

The new machine makes set-up boxes-perfectly square or rectangular, with right-angle edges and corners and with glued seams. Although some semiautomatic equipment to handle various steps of this operation has been perfected and improved in recent years, much costly hand work has remained and there never before has been a single machine that would handle every step automatically and at high speed.

Once it is started on a run, the new machine requires no attention except to add a new roll of sheeting when needed and take away the completed containers at the other end. For box makers, it will replace three conventional semi-automatic machines plus much intermediate hand work—gluing, feeding in and taking away material from each machine—and of course the speeds are nothing comparable. A typical conventional line with three operators will turn out no more than 250 containers an hour.

Although the engineering complexities were enormous (the machine has been under development for nearly three years), the principle of operation is simple. As may be seen in Fig. 4, there are just five operations: the cut-off from the roll, the die cutting of the blank, the crimping of two sides, the crimping of the other two sides and the sealing of edges.

By simple, manual adjustments, without the necessity of changing any parts, the machine is infinitely adjustable to the production of any sized box from an upper limit of 13<sup>1</sup>/<sub>4</sub> in. square and 4 in. deep to a lower limit of  $2^{1}/_{2}$  in. square and  $^{1}/_{2}$  in. deep. The adjustments for all stations of the machine except the final sealing station are made with a ratchet wrench and the size of the box is easily determined from graduated scales which read the box size directly without any

See "Automatic Drawing," Modern Packaging, April, 1945, p. 94.
 See "Contoured," Modern Packaging, Feb., 1947, p. 102.

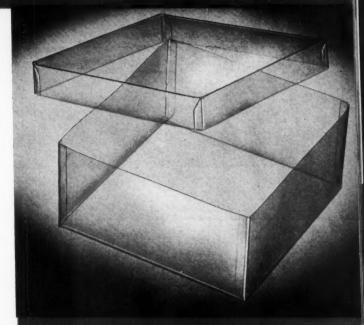
# FOR MAKING PLASTIC SET-UP BOXES

mathematics. The only changeable die required is one in the sealing station and this can be simply made of wood or aluminum. An operator familiar with the machine can set up the first four stations in 10 minutes, it is claimed; the last station, where a change of die is involved, requires an additional 20 minutes. In production the machine can be handled by one girl attendant and a part-time set-up man.

It will handle plastic sheet stock from 0.005 to 0.020 in. thick. Although cellulose acetate sheet has been most widely used in the development work, since it is currently the most popular and most available material for transparent boxes, indications are that any thermoplastic sheet stock will work satisfactorily—provided that a proper solvent is available for gluing the box seams. An ingenious device has been developed for this machine to solve for the first time the ticklish problem of applying solvent adhesive automatically to acetate sheet stock.

It was recognized at the start that plastic sheet could not slide along from station to station in a conventional machine without becoming scratched. This machine literally carries the material through the air by a method of attaching it to small, specially designed rubber vacuum cups, which in turn are attached to the carrier block. Boxes are turned out, it is said, without a scratch.

An unusual and advantageous feature of the box pro-



2. Close-up photo of typical hox with telescope lid made on new machine, showing edge and ceam detail. This photograph has not been retouched. Strong lines of the edges result from action of machine in beading all right-angle edges, giving strength and permitting use of lighter-gauge sheet. Seams are solvent-scaled.

3. A suggestion of the range of sizes and product applications of boxes made on automatic machine. Even 10-cent items, with this development, may seem afford transparent containers.

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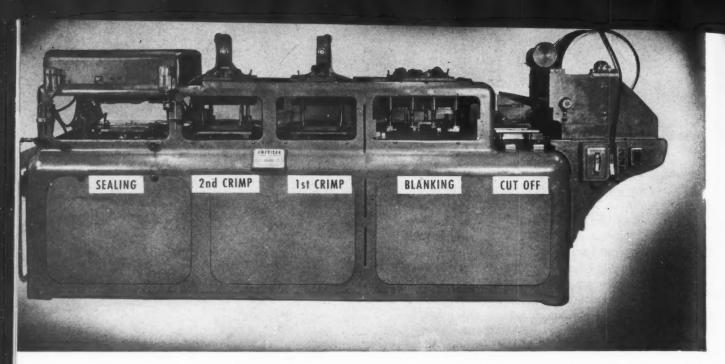
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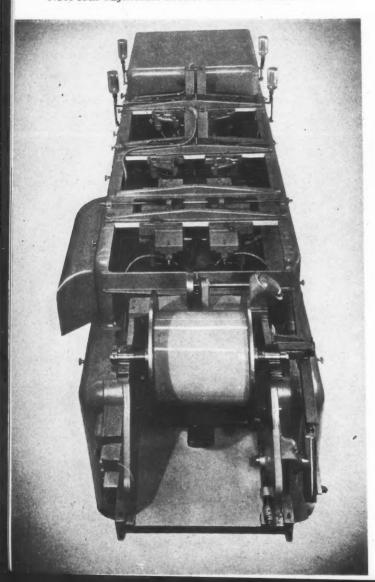
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4. Over-all view of machine from side, showing the five operation stations which are discussed in text and illustrated in detail in Figs. 6 to 18. Safety covers were removed for photo; in operation machine stops when any safety cover is removed.

5. Top view from intake end, showing how roll of acetate is mounted and lined up directly in center of machine. Cut-off, first crimp, second crimp and sealing stations follow in order. Note four adjustable bottles for solvent adhesive.



duced is a raised rib, or partial bead, which is formed in the crimping operation on all four edges of the bottom, as well as all four corners where the sides join together. This adds materially to the structural strength of the box and permits the use of lighter-weight material than would otherwise be practical. a is cook to but

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#### Significance of automatic manufacture

If the machine proves as successful in commercial operation as it has appeared in its exhaustive trial runs, its impact on the trend toward transparent packaging can be readily imagined. With tremendous speed, adjustability and complete elimination of hand-labor cost, machines of this type promise to take transparent rigid boxes right out of the luxury class and make them available for very low-cost products. It should be pointed out, in passing, that this is merely the first of several automatic machines to reach the commercial stage; at least three other builders are known to have automatic machines for the manufacture of transparent, set-up plastic boxes in various stages of development.

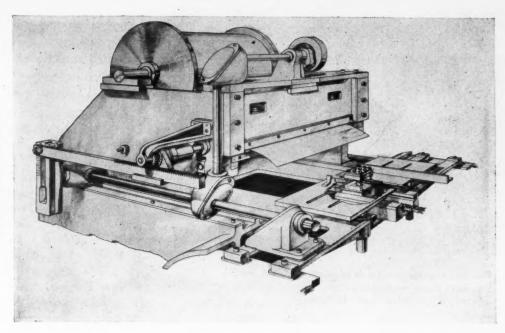
One actual incident will demonstrate the low-cost possibilities: The box manufacturer who is making the trial run with this machine was asked to figure on a box measuring 6 by 4 in. and 1 in. deep, to be made of 0.0075-in. transparent sheeting, in quantities of several thousands. As a test, he asked his estimator to figure the same set-up box to be made of conventional paper and paperboard. The estimator came up with a price that was *less* for the transparent box than for the paperboard box. The manufacturer could hardly believe the figures, but careful checking proved them correct.

The machine manufacturers caution that such a comparison will not result in every case. A great deal

MODERN PACKAGING

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6. Isometric drawing shows details of cut-off station. Rack and pinion in left foreground is feeding device. Nine vacuum cups hold sheet securely while correct length of stock is being cut from roll; same vacuum cups hold stock and literally float it through air in the subsequent operations.



will depend on the dimensions of the plastic box—and on the nature of the paper set-up box with which it is compared. Frequently the plastic box will be more costly. But it is obvious that the difference, if not eliminated, will at least be drastically reduced.

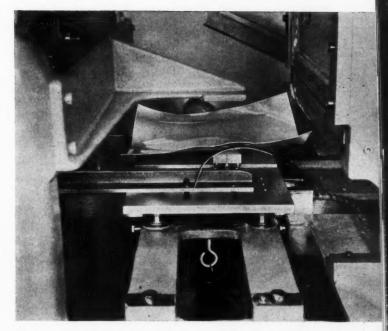
The price of the machine is expected to be in the neighborhood of \$20,000, f.o.b. Cincinnati. It will be most economical for steady, large-volume runs; its development obviously presupposes a widely expanded mass market for transparent boxes. Nevertheless the wide adaptability of the machine as to size and shape of box makes practical small runs on any particular box.

Evidences of a mass demand for low-cost, transparent boxes are convincing, but expansion of production depends also on expanded production and low cost of plastic sheet materials.

Although production of transparent thermoplastic sheeting has so far not kept pace with postwar demand, it shows signs of catching up. In June, 1945, production of plastic sheet in 0.003-in. gauge and up amounted to 370,000 lbs.; by Jan., 1947, it had expanded to 670,000 lbs. All of the principal sheet producers are further expanding machinery and plant facilities.

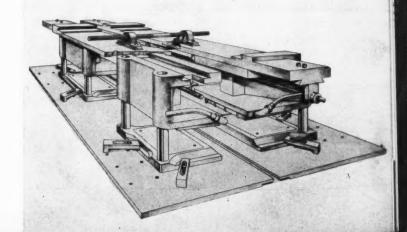
Significant, also, is the development of a new, faster and cheaper method of producing such sheet by extrusion rather than by the casting method that is generally used now. An article in the May, 1946, issue of Modern Packaging<sup>3</sup> described the extrusion process and indicated that it might reduce the cost by 40%. At the time that article was written the machine could not produce sheets thinner than 0.010 in.; since then it has been developed to a point where it turns out 0.006-gauge—well in the range of low-cost box making.

Up to the present there has been no production of printed boxes on the new automatic machine. The machine, however, according to engineering tests as well as production runs, has demonstrated the possi-



7. Photo shows cut-off blade at right. Sheet will be indexed by operation of the continuous chain mechanism carrying block to next station.

8. Details of the blanking station. As table rises, it encounters the upper half of the adjustable dies and corners of box are stamped out.



<sup>&</sup>lt;sup>1</sup>See "Low-Cost Plastic Sheet," Modern Packaging, May, 1946, p. 110.

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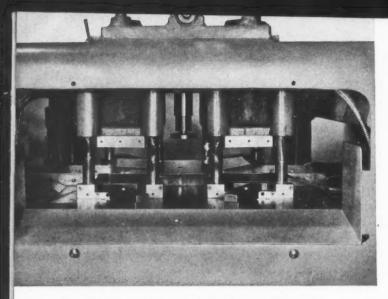
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9. Photographic view of blanking station, showing four corner-notching dies. Chips are blown out after blanking process. Note that second sheet at right is just ready to enter station.

bility of precision manufacture of boxes from a preprinted roll with sufficient accuracy to prove commercially satisfactory, its manufacturers say. The speed of 1,000 boxes per hour suffers no variation with boxes of different sizes or with material of different thicknesses. With very slight adjustments the machine is adapted to produce, alternately, tops and bottoms of the familiar "telescope" type of set-up box.

10. This view of first crimping station shows crimping blade and die open for maximum box height. Die temperature is adjustable to needs. Before describing in detail the operation of the machine, it will be instructive to review the unusually thorough groundwork by the manufacturer which led up to the development work.

#### **Background of development**

It is remarkable that the company had no previous connection with either the plastics or the packaging fields. It had for 50 years been a large manufacturer of heavy tool-making equipment. About four years ago it decided to supplement its line with machinery having closer relation to the consumer market.

Following conferences with plastic raw-material manufacturers, trade associations and various individuals in the packaging field, it was determined that there was a unique need and opportunity for just such a machine as has now been developed.

Since the material with which it was proposed to work was new to this company, it was decided to engage the services of an experienced plastics engineer to oversee the development of the machine. He was provided with assistants and a special research laboratory.

As there seemed to be two alternate ways of making transparent boxes, two distinct laboratory models were first built and exhaustively tested before a decision was reached on the present design. The next move was the complete design and construction of a production model, which was again thoroughly tested.

It was recognized that the handling a machine re-

11. Blades come down and gentle pressure is applied as hot dies bond two sides of box up and form beading along the edge of the bond.

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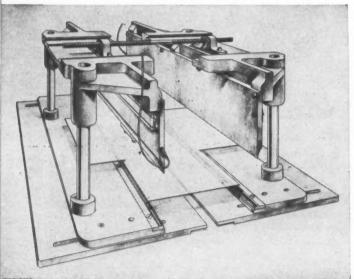
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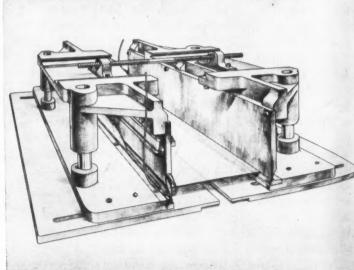
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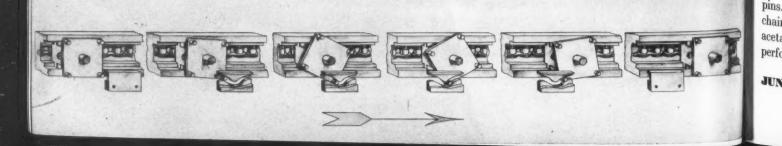
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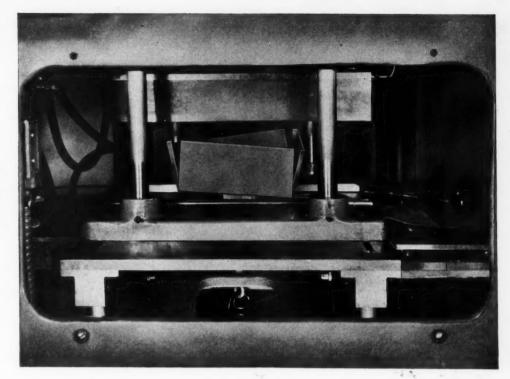
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12. After first crimping, table returns blank and indexing block to conveyor and it is indexed to next station. During travel, block is rotated 90 deg. by cam mechanism.





13. Here, at second crimping station, an unsealed box has been completely crimped and is ready to be indexed to machine's final sealing station.

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ceives from expert engineers and mechanics in a laboratory is one thing and the treatment it gets in the field quite another. It is for that reason that the machine was sent out for its present 90-day trial run by a near-by box maker. Any possible "bugs" found will be corrected before the machine is "jigged and tooled" for lot production. It will have fully interchangeable parts.

#### Sequence of operations

In the machine as finally developed, operation starts with the mounting of the roll sheet stock, slit to the proper width, at one end. The isometric drawings which accompany this article illustrate the steps:

Step 1—the cut-off. Fig. 6 shows the cut-off station. The rack and pinion in the left foreground is the feeding device, which may be set to feed out the desired length of stock, comprising the width of the box. Before this blank is cut from the roll (Fig. 7) it is fastened to a set of nine vacuum cups mounted on an indexing block, one of which can be seen in the right center of Fig. 6. A series of these blocks are fastened, in turn, to a chain which runs the entire length of the machine. The chain is indexed 24 in. between each cycle in order to feed the blanks from station to station. The blank remains with its particular indexing block until the box is completely formed.

At each station there is a pick-up table which operates vertically. After the chain has placed the indexing block in its proper position, the table rises and locates the block accurately by means of tapered locating pins. As it continues to rise, it raises the block off the chain and continues upward until it has placed the acetate sheet in position for the particular operation performed at that station. After the operation has

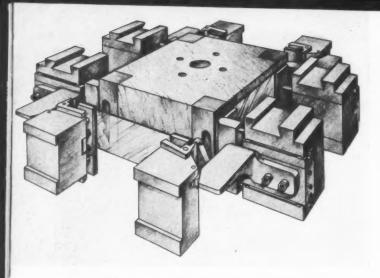
been performed, the table is dropped so that the indexing block again engages with the chain and is carried along to its next location.

A number of rather complex problems were encountered in developing the cut-off station. For example, if the thermoplastic sheet is wound on a small diameter core, it takes a permanent roll set and cannot be successfully formed into an even box. Conferences with rawmaterial manufacturers finally resulted in material being shipped on 9-in. cores, eliminating the problem of excessive stock curvature.

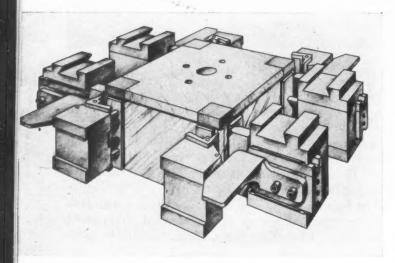
Step 2—blanking. After the cut-off, the chain and block are indexed 24 in. to the second station, where blanking is performed (Figs. 8 and 9). The table rises and picks the indexing block out of its chain socket and at the same time raises the lower dies against the sheet. As the table rises higher it encounters the upper half of the dies and the box blank is stamped out. The male and female dies are suspended from a casting on top of the machine and are adjustable in all four directions by lead screws with vernier-reading scales. They can be set for any sized blank within the range of the machine.

With the blank cut, the table returns to its original position on the chain and is moved along to the next station.

Step 3—first crimping. The dies at this station which serve to bend up two sides of the box are long parallel blades at the top and grooved bars at the bottom (Figs. 10 and 11). A bead approximately  $^1/_{16}$  in. wide is molded along the edge to strengthen the box. The dies are heated and their temperature setting is governed by the thickness and type of sheet involved. These dies, as well as the stamping dies, are adjustable to and from the center line of the machine and their length

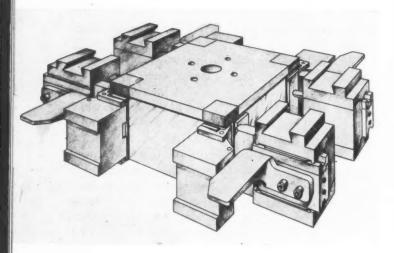


14. In sealing position, box is glued by solvent applied through ingenious pads of porous metal. Here box is in position surrounding male die (a wood block) from below while four wicks print solvent along vertical edges of the box.



15. In second sealing step, movable arms carrying pressure pads force the narrow flaps of box around box corners and apply sealing pressure. Wood die used here is the only one that must be changed for each different size of box.

16. Solvent applicators are forced back so flap can be pressed on box surface with adhesive.



permits the forming of any sized sheet within the range.

Step 4—second crimping. As the block is indexed to the next station it is rotated 90 deg. by passing the indexing block over a cam. Fig. 12 illustrates the engineering of this rotative motion. The second crimping station operates in exactly the same manner as the first, bending up the two remaining sides (Fig. 13).

Step 5-sealing. This station is the heart of the machine. Many thousands of hours of research and development and much ingenuity were necessary to evolve this almost magical operation. Since it was necessary to have a production speed of at least 1,000 complete boxes per hour, only 3.6 sec. could be allowed per box for the entire sealing operation. Ninetenths of a second was needed for indexing the sheet from station to station. Since the maximum height for a box was set at 4 in., the sealing table had to rise approximately 41/2 in. For this reason an additional 0.9 sec. was required for raising and lowering the table. Deducting this 1.8 sec. from the total allotted time of 3.6 sec. for this station, there remained but 1.8 sec. for the application of the sealing compound and holding the pressure needed to set the joints.

After the motions necessary to complete all sealing operations had been laid out, it became apparent that only  $^{1}/_{2}$  sec. would be available for pressure on the completed joint. Since the box was formed in the machine with its sides in a vertical position, it was necessary to print the solvent on the box in a strip approximately  $^{1}/_{4}$  in. wide and 4 in. high, to insure the top part of the joint receiving as much solvent as the bottom part.

After several months of experimenting, an applicator was developed that would do this work with gravity feed of the solvent directly through a porous metal plate. The metal components of this plate, as well as the method of its fabrication, are held confidential. It is possible that this ingenious development may have many other uses in packaging besides its present job in this box-making machine.

For the sealing station a male form must be produced for each sized box, although one form will produce any height box within the limits of the machine as long as the length and width remain constant. As the vertical moving table at the sealing station moves up and carries the indexing block and its partially formed box into the operating position, the set-up appears as shown in Fig. 14. The four sides of the box are here shown clamped against the form while four porous metal wicks print a line of solvent along the vertical edges of the box. As soon as the solvent is printed, another set of movable arms approaches the block at right angles to the motion taken by the wicks. This set of arms carries small pressure pads that force the flaps on the box around the corner of the box (Fig. 15) and apply the necessary pressure for sealing. As these pressure pad arms move into the form they force back the solvent applicators so that the flap can be pressed on the surface of the box, which has previously been printed with the solvent (Fig. 16). After the pressure pads have held d ti

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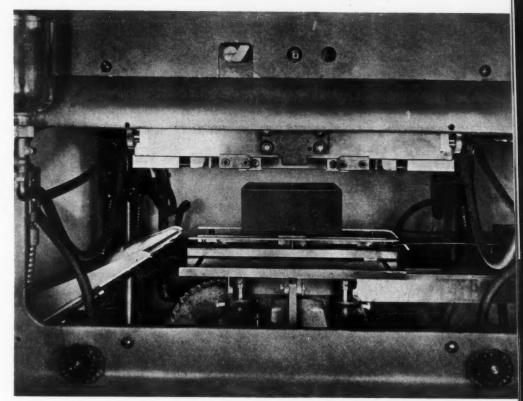
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17. Here a completed box is ready to be stripped off the vacuum-cup block which has conveyed it through the machine.

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the pressure against the flap for approximately  $^1/_2$  sec., the movable arms return to their original position and the box is ready to be removed from the form (Fig. 17).

As soon as the table at the sealing station starts downward, carrying the indexing block with it, air is turned on by a cam. This air forces knockout pins downward. These pins are located inside the form and serve to force the box off the form, holding it on the table and on the rubber suction cups while descending.

As the chain is then carried through its next indexing cycle, it passes through a slot in the discharge chute where two arms strip the box from its vacuum cups and discharge it from the machine (Fig. 18). The chain then rides over a sprocket and eventually returns the indexing block to the starting end of the machine.

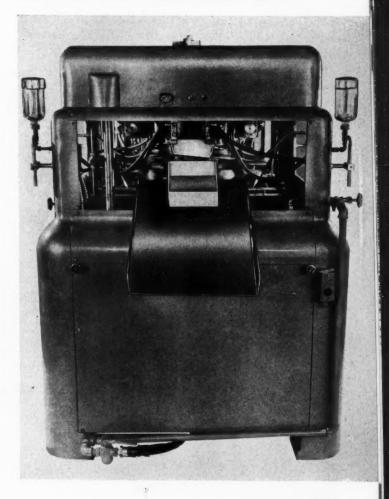
#### **Marketing details**

The Trans-Bo-Matic machine weighs 7,500 lbs. fully equipped, which indicates a floor load of about 210 lbs. per sq. ft. It is so constructed that it may be separated in the middle into two parts for shipment and installation in a factory which has a small freight elevator. The over-all length of the machine when set up is 13 ft.,  $1^{1}/_{4}$  in. and its over-all width is  $41^{3}/_{4}$  in.

According to the manufacturer, the machine will be offered for sale through 86 dealers which the company has located in every large center in the world. These dealers will shortly be equipped with the pertinent literature, technical data and prices. Meanwhile, all inquiries are being handled by the factory.

Credit: Trans-Bo-Matic machine designed, developed and manufactured by the American Tool Works Co., Cincinnati, Ohio.

18. End of the operation. Here the completed box emerges from machine through knockout chute.



# Flowers for all

The new concept of pre-packaged cut flowers as a low-cost item

for mass merchandising requires study of their packaging needs

by ALEX LAURIE and WILLARD BRYANT\*

It has been attempted at various times during the past 10 or 15 years as an expediency to breach the gap between high production and low consumer demand by providing a method of selling cut flowers through outlets other than normal florist channels. Likewise it has been used by enterprising growers from time to time as a means of establishing a degree of individuality and appeal for their particular flowers in order to stimulate sales on the wholesale market. Most of these earlier attempts were doomed to failure due to half-hearted attempts or a lack of knowledge of the requirements for packaging, coupled with the unavailability of materials.

Chain stores and supermarkets everywhere today are installing open-faced, refrigerated, self-service display cases for pre-packaged produce and meats. These same cases are ideal for handling packaged flowers. They provide controlled refrigeration which is essential for packaged flowers. They also provide an excellent method of display and lend themselves readily to low-cost selling through the elimination of the necessity of clerks and multiple handling of packages.

Furthermore, chain outlets have developed a large volume of consumer traffic to support their sales program based on high volume, low mark-up sales. The demand for flowers, reasonably priced, is great; the facilities of chain outlets to provide this are perfect.

In the not too distant future packaged flowers will undoubtedly become an item as common to shopping lists as milk, eggs or butter. The average housewife who is entertaining a bridge club, having a luncheon or just planning a family dinner could not well afford a dozen roses from her retail florist to use on the table, but

that same dozen of roses on sale at her local grocery at half the price would be quite readily included in her purchases.

In 1945 a research program was inaugurated at the Ohio State University, under the direction of the senior author, to determine the conditions and requirements for successful flower packaging. This new phase of packaging research is based upon four factors which are known to affect the keeping quality of cut flowers. A careful consideration of these four conditions will point the way to successful packaging of this highly perishable commodity.

It has been often demonstrated by research workers here and at other institutions, that concentrations of carbon dioxide within the approximate range of 5 to 15% have a beneficial effect upon the keeping quality of cut flowers. This effect is the result of a reduced rate of respiration by the plant tissues due to the increased amount of carbon dioxide present, causing a delay in the normal maturation of the flower.

Secondly, a relatively high moisture content of the atmosphere immediately surrounding cut flowers greatly reduces the water loss from the plant tissues by the process of transpiration and thus maintains the flower in a fresh and salable condition while avoiding wilting of petals and foliage. This freshness is of absolute importance in maintaining sales appeal for packaged flowers due to an inherent conception by the majority of consumers that flower stems must be kept in water.

Thirdly, by storing cut flowers with the stems out of

\* Professor of Horticulture and Research Assistant, respectively, Ohio State University, Columbus, Ohio.



Refrigerated, self-service cabinets similar to those used for pre-packaged produce and meats are recommended for supermarket display of packaged flowers. Held at 38 to 42 deg. F., most cut flowers last 5 to 7 days.

water and thus reducing the amount of water available to the cells of the plant tissues, the rate of cell elongation and maturation as well as the physiological activity of the cells is retarded.

Finally, temperatures of from 38 to 42 deg. F. retard the over-all physiological activity within plant tissues, including respiration—further deterring maturation.

#### The mechanics of packaging

Working along the lines of this basic concept, the mechanics of packaging have been worked out for the individual flowers which follow a general pattern.

As soon as possible after cutting, the flowers are placed in a suitable container, either an open-faced tray or window-type box, made of a water-repellent material. Commercially manufactured wax-impregnated boxboard, impregnated or foil-lined boards are equally satisfactory providing the cost is not prohibitive. The flowers need not be placed in water prior to packaging unless they are severely wilted. If this is the case, the time period in water should not exceed 10 hrs. The flowers are then misted lightly with tap water in order to increase the humidity within the package. The container and flowers are then enclosed either by overwrapping or placing into a bag, using a transparent film which is moistureproof and gasproof. An airtight heat or gum seal must then be effected.

Thus the first three conditions of our basic concept of packaging have been satisfied. By the use of a water-repellent container, any undue absorption of moisture from the plant tissues by the container is avoided. The moistureproof quality of the film insures the retention of a high humidity within the package which prevents moisture loss and wilting of the flowers and foliage. The gasproof property of the film will provide retention of the carbon dioxide which is given off by the flowers and allow it to accumulate inside the package. Thus the plant tissue generates its own preservative and alle

florepala

florepala

Combination packages of iris and daffodils (left) and mixed carnations (right). Such arrangements, with blooms at both ends of the box, are simple to make; contrasting colors add to sales appeal.

The window-type box is also successfully used. This attractive package was developed for Rusicka's of Chatham, N. J.

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Tulips respond exceptionally well to packaging, in addition to offering wide color range to tempt the impulse buyer.

#### Recommended method of packaging cut flowers



As soon as possible after cutting, arrange flowers attractively in a suitable container constructed of a water-repellant material.



After "misting" flowers with tap water, put reinforcing band with trademark or label around middle of container.



Enclose the container in either a wrap or a bag of moistureproof and gasproof transparent film and as the final step seal the film securely with a hand heat-sealing iron.

viates the necessity for the artificial introduction of this gas. Refrigerated storage of the finished package completes the preservation process and insures uniformly good results.

During the course of this investigational work many film types have been tried with varying degrees of success. Newer materials are constantly being tried as they are brought to the attention of the authors. The key to a good job of cut-flower packaging is in the film. It must be sufficiently transparent and free of "fogging" to provide an unobstructed view of the contents of the package. The properties of moisture proofness and gasproofness are of the essence if uniformly fresh and salable products are to be obtained. The film must be durable enough to adequately protect the contents of the package from handling. It must also seal readily and surely, for a poor seal will nullify all of the benefits of proper materials and methods.

Of the films tested thus far, MSAT 86 cellophane has been the most readily adaptable for this purpose. This preference is based upon the fact that MSAT cellophane possesses the desired properties of moisture proofness and gasproofness and also heat seals very readily. Other films which have been used satisfactorily are Pliofilm 140, polyethylene film and Vitafilm. These

films, however, do not heat seal as easily as the first mentioned type and gum sealing has not proved too reliable under high moisture present in the package. Polyethylene film generally lacks transparency.

It has not been the purpose of this research to achieve the spectacular or unusual. It has been the aim throughout to develop a method of handling cut flowers out of water which would provide keeping qualities comparable to those of flowers handled with the stems in water as is the widespread current practice. Results have shown, however, that in many cases the keeping quality and life of the cut flowers are considerably enhanced and prolonged by the packaged methods of handling. The following paragraph will indicate results which can be expected from packaged flowers.

#### Results to be expected

It should be borne in mind that the following recommended storage periods are based upon lasting qualities of packaged flowers at room temperature which will compare with those of freshly cut flowers, for in the final analysis it is the home consumer who must be completely satisfied if this type of selling is to be developed. Roses may be held in storage for periods up to five or six days and will last for four days when removed from

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the package and placed at room temperature. Carnations may be stored for six to eight days and will be acceptable at room temperature for a like period. Daffodils, tulips, iris and similar bulb stock respond exceptionally well to packaging. When this type of flower is cut in a tight bud stage it may be held in storage for periods up to two weeks; however, recommended storage is for but seven days on the more open flowers. Pompon-type chrysanthemums may likewise be held in storage for seven days with excellent results. Asters give best results when held for periods up to five or six days. Snapdragons have been packaged quite successfully when storage periods do not exceed five days. There is, however, a marked varietal difference among snapdragons and some cannot be so handled.

Thus it can be seen that packaging, when done properly, provides a very efficient and effective method of handling floral products. Its effect upon the marketing phase of the floral industry is at present an unknown quantity, but it does give rise to considerable speculation concerning the many possibilities for further development which it presents. For many years flowers, being a luxury item, have been regarded as a "special occasion" commodity. The combined efforts of the industry have been devoted to promoting the use of flowers as an expression of sentiment for funerals and hospitals, weddings and parties, holidays or similar oc-

casions. Consequently the middle class income bracket has been almost entirely overlooked as a potential market through the encouragement of sales of flowers for home use. At present, however, more attention is becoming focused upon this relatively untried and undeveloped possibility for expansion.

#### Far-reaching advantages

The advantages and values of such a program to the floral industry as a whole are many and varied. The increased year-around sale of flowers with its resulting steady market demand will tend to stabilize the market and prices and reduce the disastrous highs and lows of production and demand. The stimulation of flower buying for home use will afford new outlets for the everincreasing area of production. The retail florist will derive the benefits of increased "flower consciousness" resulting from the wider use of flowers, which should in the end stimulate the demand for "special occasion" flowers requiring the floral designer's skill. The grower of flowers will be more directly affected by an increased market demand through the reduction in flowers lost due to spoilage and resultant lowered overhead.

Undoubtedly the sale of packaged cut flowers offers untold possibilities of development and expansion within the florist industry if carried out according to a sensible and well organized program.

#### HONOR BRAND ADDS STOKELY TRADEMARK

The decision to identify Honor Brand frozen foods as Stokely-Van Camp products has been implemented by the adoption of a wraparound waxed paper label redesigned with an eye to informational value and consumer appeal, as well as for functional purposes.

The new label stresses the brand as a member of the Stokely-Van Camp family of products. Given equal prominence on the label are the Honor Brand trademark in red, white and blue and the familiar Stokely cartouche, "one of Stokely's finest foods." Background coloring, a clear medium shade of blue, increases the prominence of the deeper blue of the two trademarks.

Printed in four colors, the label carries a natural-color vignette of the item packaged, silhouetted in white, as its focal point. Cooking directions and "helpful facts" about the product appear on the bottom side of the wrap.

Adaptable for use on both the carton and the metal-end fibre cans which are now being used by the Honor Brand Frosted Foods, division of Stokely-Van Camp, Inc., the base paper used is of 32-lb. basis weight, machine glazed, super-calendared and then waxed to 42-lb. basis weight.

The new label is being accompanied by the largest advertising and merchandising campaign ever to be undertaken by the company.

CREDITS: Labels for carlons, Western Waxed Paper Co., Los Angeles. Labels for metal-end fibre cans, Stecher-Traung Lithograph Corp., Rochester, N. Y.



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## DESIGN

#### PRE-PACK FOR GARDEN HOSE



Attesting the advantages of planned packaging is this carry-home package for The B. F. Goodrich Co.'s garden hose. The product manufacturer desired a container that would offer not only protection, but sales appeal and visibility. The result is this unusual package that has the further advantage of using less corrugated board than is used in the standard telescoped garden-hose container. Of double catalog tuck style, with a stitched manufacturer's seam, the container is made from corrugated board. The back panel is perforated to form a push-in hand hold, enabling the purchaser to carry the product home without need for an outer wrapping. On the front panel two semi-circular, die-cut openings provide windows for display of the garden hose. Design of the openings harmonize with the general design. Printing is in red and black glossy inks.

Credit: Container, The Ohio Boxboard Co., Rittman, Ohio.

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#### QUALITY LINE FOR MEN

Two shades of brown, gold and white form the color scheme for the new line of men's toiletries recently introduced by Alfred Dunhill. Private mold bottles capped with phenolic stoppers and labelled with brown waterproof leatherette, gold embossed, distinguish the after-shave lotion and talc containers. Cap for the lotion bottle features a U-shaped brass piece fitted over the plastic cap. Polished and lacquered, the metal piece is pressed in the phenolic cap while the plastic is still warm; when it cools, a firm bond is formed. Wood base of the shaving bowl is topped with a phenolic cap molded with a center band for trade name. Brown paperboard cartons carry embossed leatherette labels and white saddle-stitch design.

Credits: Design program, George Sakier, New York. Bottles, T. C. Wheaton Co., Millville, N. J. Closures, Colt's Patent Fire Arms Mfg. Co., Hartford, Conn. Shaving bowl, Furniture City Dowel Co., Grand Rapids, Mich. Cartons, J. Makowsky Corp., New York. Embossing, Accurate Gold Stamping Co., New York.



## HISTORIES

#### LIBBY FROZEN FOOD WRAP IN FIVE COLORS

In addition to marking the entry of one of the best known names in the processed food field into frozen foods, the new Libby frozen food packages have several points of unusual interest. Outer wraps of 300 MSAT cellophane are reverse printed in five colors by rotogravure, producing an unusually bright and colorful package. Making prominent use of the established "Libby" logotype in the color established as "Libby red," the illustrative treatment is a departure from the current trend toward color-photographic reproduction. In line with the Libby custom on can labels, the representation of the product is a beautifully detailed and colored drawing giving a most appetizing effect. Inner bags are of wetstrength paper and the carton is of the placepack type, made of waxed sulphite board. One side of the wrap emphasizes the Libby triangle with product identity and instructions.

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Credit: Container, Milprint, Inc., Milwaukee, Wisc.



# B-IN-ONE UBRICATES-CLEANS-POLISHES PREVENTS RUST & TARNISH

#### TRANSPARENT SPOUT

Newest idea in packaging household lubricating oil is a transparent plastic spout for the familiar 3-in-One oil can recently introduced by Boyle-Midway, Inc., New York. Set off by a bright red cap, the combination metal and plastic container forms an eye-catching package. Both spout and cap are molded of cellulose acetate. Advantages of the transparent spout are that it enables the consumer to see the oil flowing to the spot to be lubricated and to determine before the can is empty when the oil supply is running low. Tip of the spout, molded without an opening to prevent possible leakage on the retailer's shelf, is broken off by the consumer when ready for use. Long used black, red and white coloring and 3-in-One trademark have been retained for the lithographed can.

Credit: Cap and spout molded by Waterbury Companies, New York, and Majestic Molded Products, Inc., Long Island City, N. Y., from cellulose acetate supplied by Monsanto Chemical Co. and Tennessee Eastman Corp. Lithographed cans, American Can Co., New York.

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# DESIGN

#### **NEW SQUARE CAN FOR CHICKEN**





Returning to the market for the first time since before the war, Hormel's canned whole chicken is now appearing in a different shaped can and a newly designed label which is a forerunner of the label design soon to be adopted for the entire line of labelled Hormel meat products. Curved shaped can has been replaced by a rectangular one, said to fit the chicken in such a manner as to keep it in shape without distortion. The new label, a few of which have already reached the market stage, has a black background with vertical green stripes. A full-color reproduction of the whole roasted chicken resting upon a platter is centered on the label. Directly above is the Hormel trademark in red, yellow, green and white. Back panel also carries the trademark and a panel giving consumer information.

Credits: Can, American Can Co., New York. Labels, McGill Colortype Co., Label Div. of McGill Lithograph Co., Minneapolis.

#### **IDENTIFYING LABEL SHAPES**

Simple bright red boxes with gold labels have become associated in the public mind with Rosemarie fine chocolates. The company would be reluctant to change that identity. Recently, however, it was decided that various price assortments should have greater differentiation. This has been done by giving each of the five popular assortments a characteristic French name, such as "Célébrité," "Paris Toujours," etc., and by redesigning the labels in identifying cartouche shapes for further differentiation. A second color, red, has also been introduced on the foil labels to strengthen the trademark crest and give greater contrast to the panels containing the new names. Rosemarie logotype and trademarkembossed cellophane inside is redesigned.

Credits: Design consultant, Lane Marohn, New York. Foil labels, General Trademark Co., New York. Embossed box wraps, Kupfer Bros., New York. Printed cellophane bands, Milprint, Inc., Milwaukee. Printed embossed cellophane, H. D. Catty Corp., New York.



## HISTORIES

#### PACKAGES TO DRAMATIZE LUMINESCENT PRODUCTS

Dramatizing the luminescent properties of Paulite plastic material was a major objective of McCallum, Devitt & Ford, Chicago, in developing this family of packages and display card for its line of tumblers, light pulls and house numbers which glow in the dark. A symbolic day-andnight effect was achieved through the use of the skyline motif and a division of the packages into black and red panels on white paperboard. The folding box at left holds six of the nested Paulite tumblers and because of its depth doubles effectively as a shadow box in demonstrating how the cups glow in the dark. The folding display box for house numbers, compartmented by removable separators, holds 240 numbers and is kept stocked under a refill merchandising program. Cartons, as well as light-pull card, bear the triangular Paulite emblem.

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 ${\it Credit: Folding\ boxes\ and\ light-pull\ card,\ Yates\ Carton\ Co.,\ Chicago.}$ 





#### ACRYLIC GIFT CARD BOX

An acrylic box with a highly polished black base and sliding transparent cover is being used to hold Engrav-a-Cards—high gloss greeting cards made of heavy-gauge foil laminated to paper and lacquer coated-marketed by Hayes-Giftcraft for personal inscription by department store gift buyers. Signatures written on the card with a pencil resemble engraving and add a luxury note to gifts. Placed on a desk in the store, box affords full view of cards and serves as a dispensing unit. Indentations in partitions inside permit easy removal of cards by fingertip. Easel-type counter display piece is made of composition material covered with black paper reverse printed in white. A four-color illustration is applied on one side and the entire unit covered with acetate applied by heat and pressure for a glossy finish. A cellophane pocket holds card on the display.

Credits: Box made of DuPont Lucite by Moch Industries, Jamaica, N. Y.

# Family

The basic theme is an over-all pattern depicting waves—suggested by the thought that Seamless products in the main have to do with holding water or liquids. Stylizing of this theme also allows SR initials to be repeated as part of the waves. New trademark retains the SR, but also gives prominence to the name Seamless. Each brand has its own identifying combination of colors.



DR KELLY'S MUSIK SPILS DOTCHE

Dreagnought

## reunion

Seamless Rubber Co. develops a program of reclassification for its 2,200 products, using package theme to the all together

Seventy years ago Charles Longdon started manufacturing the first dipped nursing nipple from pure rubber. Today the Seamless Rubber Co., New Haven, Conn., which he started, makes 2,200 rubber products by practically every known method of rubber manufacture and is the largest producer of rubber sundries in the world.

Over this period of expansion the company's packaging has gone through many phases, due to acquisitions through various corporate steps and hundreds of new products added.

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About two years ago the management, realizing the need of a coordinated packaging program, undertook to standardize all the packages and bring them into design groupings essential for recognition and identification of all the company's products as part of the Seamless Rubber family.

The Seamless Rubber Co. sales department, under the supervision of J. Thomas Gibbons, vice president and general sales manager, is grouped into five product divisions: drug sundries, surgical rubber, surgical dressings, athletic goods and industrial tape. Until the new packaging program was under way, each division had its own individual packaging as well as color schemes. The "SR" trademark was the only connecting link. There was no way for the consumer to know by the packaging that a Seamless 555 handball he purchased was made by the same company which might have made a hot water bottle or ear syringe he was using in his home.

The results of Seamless' new packaging program are just now reaching the point where the drug sundries trade is seeing the first of the new Seamless packages. The same motif which identifies them will eventually be adapted to all other product divisions so that each division will not only receive the benefit of the repackaging, but each will help other divisions by an over-all identification of a new modern Seamless Rubber Co. family package design.

First step in the program was the commissioning of a leading design firm to study Seamless package problems. The designers made a complete survey of factory operations to coordinate the various sized items with the requirements for box sizes. Second step was a field study among jobbers, retail outlets, department and drug stores handling Seamless products.

The findings revealed that the company's products were regarded highly in the trade for quality, but that it was doubtful whether consumers associated the name Seamless with the products, due to (1) the lack of co-



Improvement in eye appeal is strikingly illustrated by this comparison of old Seamless packages (above) and the new ones for the various sundries lines on these pages. Each line has its own logotype and lettering, but has quickly recognized similarity.



Wave motif can be modified for the various brands, using both line and solid treatment, yet always provides familiar identification.



Miscellaneous bulk items are put in set-up boxes with wraps one-color printed with Seamless motif. Essential data are on end labels.

ordinated package design themes throughout the various brands, (2) the lack of emphasis on a strongly identified trademark, (3) the difficulty of identifying product names as part of a line because of the numerous stray items with no family tie-up to any product groupings.

For 68 years the company had been using as a trademark its initials SR printed in white in a serrated red circle, yet company representatives and products were generally known as Seamless rather than SR. The company's advertising and promotion, because of the nature of the products, is done mostly through trade channels and for this reason the consumer had not become so aware of the initials SR as he had of such trade symbols as GE or RCA which have been built up by tremendous consumer advertising.

Planning of the package redesigns, therefore, began with a reclassification of the various products within each major sales division into leading brand divisions. In the drug sundries group, for instance, the products were reclassified under eight brand names in accordance

with quality and selling price—Nearkid, Crest, Maderite, Dreadnought, Hospital Standard, Plaid, Moiré and Madison. All stray products were placed into one of these families to which they were nearest related. All individually packaged sundries, therefore, are now marketed under one of these eight major lines. Only bulk packaged goods now go into a miscellaneous line.

Next was the selection of a strong identifying package family theme to be carried throughout all the drug sundries brands so that they are immediately recognizable to jobber, retailer and consumer. This basic theme is built around an all-over motif depicting a decorative pattern of waves—suggested by the thought that Seamless products in the main have to do with the holding of water or other liquids. Stylizing of this wave pattern allowed for a subtle use of the initials "S" and "R" repeated as part of the waves. Modifications of the wave motif in solid and line treatment permit variations to suggest individual brand family groups, yet provide a similarity throughout which coordinates the entire sundries family.

The company's redesigned trademark is an important symbol for tying the packages together as part of the over-all Seamless Rubber family. The former initials "SR" have been retained, but are played down by color contrast so that emphasis is given to the name "Seamless" in stronger color effect and characteristic lettering around the "SR" initials. The slogan, "Finest quality since 1877," is also incorporated as part of the trademark. Another consideration in the trademark design was the development of a symbol to be as effective on small packages and end labels as on large ones. It was an opportune time to adopt a redesigned trademark, the company felt, inasmuch as Seamless Rubber products had not been on the market in any quantity during the war and there was less chance of losing previous recognition values.

Each brand family has been given careful consideration in the treatment of logotype and colors. Logotypes are planned for maximum legibility, recognizability and for effective positioning in relation to overall motif. Colors cover a wide range of pleasing maroons, browns, grays, greens and blues in combinations that make each brand group easily distinguishable. Consideration was also given to the selection of colors in relation to the selling prices of the items, so that the higher-priced items would be presented in three- and four-color packages while some of the lower priced would be in only one color.

For economy, all bulk items in the miscellaneous group, such as combs, finger cots, crutch tops, etc., are packaged in set-up boxes and a wrap printed with the Seamless motif in one color. This wrap is supplied in large rolls and planned so that it can be cut to fit any sized box. Product identification, size and style designation are achieved on these packages by means of end labels printed in individual colors to distinguish the basic categories in the miscellaneous group.

Particular attention was paid to end labels on all the packaging. Lettering and color treatment was se-

lected to give extra clarity in case the packages are stocked in warehouses or in retail stores at considerable heights. The trademark was placed at the left end of the label with code number and other information in individual blocks at the right hand of the panel.

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Because a number of the items, such as hot water bottles, are displayed to the consumer with the bottom halves of the boxes telescoped inside the top half and because the boxes are often used in the home for storing the item, the designers recommended printing the trade motif on the inside of the box bottom to give additional recognition. Information pertaining to the care of the product, as well as selling suggestions about related products made by the company, is to be included on the inside of the box bottom.

Package constructions have been improved in a number of instances by the addition of platforms and by redesigning some of the display cartons.

Accurate color specifications have been prepared by the ink manufacturer, accompanied by actual printed samples of the type of stock used for wraps and boxes, so that Seamless is always assured of getting the right types of inks. Color cards giving ink numbers are attached to each purchase order so that guesswork in color matching may be eliminated so far as possible.

The company and the designers have been working closely with the printers of the wraps throughout this

entire program. This cooperation has helped to avoid many delays in that it has aided materially in adjusting color specifications to the paper stocks available. Purchase orders have also been placed to permit combination runs in the same family to assure color uniformity.

All the packages have maximum ink coverage and are varnished to give protection against handling and dirt, as well as to give the colors more brilliance. All inks were submitted to fade tests to assure the selection of fast colors, since all products are used in displays.

Inasmuch as the Seamless Rubber Co. has its own box department which manufactures its set-up boxes, the redesign program took into consideration a standardization of sizes, resulting in substantial economies.

The new design motif and trademark have been adapted to gummed sheets appearing on the outside of all shipping containers holding standard quantities. These labels also carry such information as the kind and quantity of items contained, their code number and brand name. In the past shipping containers had only stencilled information about the number of pieces and code number. The new method of trademark and brand identity on shipping cases will thus be a further aid in assuring product and trade recognition.

CREDITS: Design program, Koodin-Lapow Associates, New York. Printing, Walker Rackliff Co., New Haven, Conn. Inks, Sigmund Ullman & Co., New York.

#### ACCENT ON PRE-PACKS FOR NEW APPLIANCES

Yale & Towne Mfg. Co., Stamford, Conn., plans to make packaging an important factor in merchandising its new "Tip Toe" iron. Emphasis on packaging follows Yale & Towne's development in 1946 of red, silver and blue boxes for its locks and builders' hardware ("For Yale & Towne," Modern Packaging, June, 1946, p. 103).

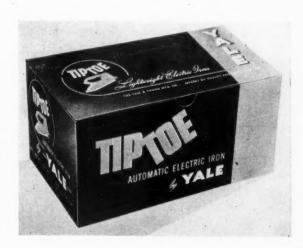
The firm is attempting to make the package worthy of its product, which is the first in a new line of traffic appliances. A sturdy, folding carton printed in two shades of blue and edged with a solid gold line, the box is constructed of 40-point pasted kraft-lined white litho one side and a corrugated interior. Measuring  $11^{15}/_{16}$  by 6 by  $5^9/_{16}$  in., it has 90% ink coverage.

Utilization of all available space is attempted, with product identification and the trade name, Yale, used extensively. Three sides and the end of the package have varying design, making possible four-way stacking and pyramiding. The illustration gives three of the four views. The iron's basic new feature is

carried out on the box: the lettering for "Tip Toe" angling upwards like the iron itself.

An insert accompanying each packaged iron is a 16-page, two-color brochure on "How to Iron Better, Faster, Easier—with Tip Toe."

CREDITS: Design, W. L. Stensgaard & Associates, Chicago. Carton, Container Corp. of America, Chicago.





With its new injection-molded plastic packages and displays Gem takes a vanguard position in a highly competitive field

Polystyrene and acrylic combine to form this eye-appealing and practical package. Transparent lid is hinged by metal pins to bright red, green or blue base; ivory colored tray, with openings to hold razor and blade box, has bright red name plate affixed and snaps into base.

n introducing the new Gem "Guiding Eye" razor, the American Safety Razor Corp. has utilized a streamlined plastic case which offers excellent display value and provides the owner with a practical container in which to keep the razor on the bathroom shelf or when travelling. Two types of counter displays-one of plastic and the other a folding paperboard cartonhelp promote the new product.

Two kinds of plastic, polystyrene in three different colors and clear acrylic, combine to make the case, which is injection molded in four parts. Polystyrene is used for the ivory platform, the red name plate and the colored base in either red, green or blue. The lid, hinged to the base with metal pins, is of acrylic.

The platform, or tray, snaps into the base and has openings for holding the razor and the metal box for blades. The name plate carrying the "Gem Micromatic" trade name in white is affixed to the tray.

A ribbon of paper slipped under the clasp explains that the box is opened simply by placing the thumb under the corrugated section of the cover and lifting.

A die-cut and scored paperboard protector piece, which the dealer is instructed to remove before displaying the product, holds the razor securely in position until it is ready for the dealer's counter.

Each case is accompanied by a printed folder explaining that the razor is made with a new scientificallypositioned device in its head, the Guiding Eye, which keeps the blade meeting the beard at just the right shaving angle when held directly against the face.

The new razor package is being promoted by the largest advertising and sales promotion program ever undertaken by the company. To aid the retailer, two different counter displays are offered with the producta large plastic one holding six razor cases and a smaller folding carton for displaying half as many.

The plastic counter fixture, platformed and tilted for greater effectiveness in display, is one-piece injection molded of red polystyrene. Recessions in the base hold the six cases. A paperboard backpiece carries a reproduction of the razor with an arrow calling attention to the Guiding Eye. Price and slogan, "Wings whiskers Display piece for six packaged razors is one-piece injection molded of red polystyrene, with paperboard backpiece. Similarly designed folding paperboard carton is used for smaller display.





away," are featured on the backpiece as well as on the front panel of the plastic base.

Identical in design is the paperboard display, printed in varying shades of blue and yellow on white. This serves the dual purpose of display and shipping case and is fitted with a chipboard sleeve printed in blue for added protection in transit. Surface of the sleeve is used for a special message to dealers.

A new export package has also been adopted by American Safety Razor Corp. for its Star razor. A set-up paperboard box with cover attached holds the individual razor with a packet of blades. Cover paper for the base of the box is blue, while the top is gray with white lines drawn in squares to the centered trade name printed in red and blue on a vertically striped white and gray block.

The four-color folding display carton has a circular die-cut cover carrying a reproduction of the razor and blades, with space for price marking.

CREDITS: Designs, Norbert Jay, New York. Plastic case and plastic display for Gem Guiding Eye razor, Plastic Molded Arts, Inc., New York. Acrylic cover for Gem case, DuPont Lucite and Rohm & Haas Plexiglas. Paperboard display cartons, General Carlon Co., Brooklyn, N. Y. Set-up box for Star razor, F. N. Burt Co., Inc., Buffalo, N. Y.



Export package and counter display for Star razor. Set-up boxes with attached lids are in four colors and six fit into paperboard display.

Newly designed containers for both Gem and Star blades complete the company's packaging program. Each carries out coloring and design of razor pack.

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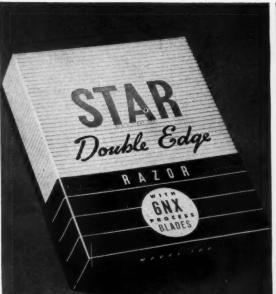
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AGING







containers to give individuality to each order

The producer who sells direct to the consumer has his own peculiar packaging problems. Maurice L. Reid, who owns and operates Reid's "Rancho Palos Verdes" near Tuscon, Ariz., has met this situation in an unusual way and with outstanding success. At Reid's Ranch, where dates, figs, olives and citrus fruits are grown in abundance and prepared for customers with a taste for semi-tropical delicacies, "every package is a gift package."

The ranch has been literally carved out of the desert in the past 20 years through the ingenuity and enterm

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Typical of Arizona atmosphere is this packagea hand-decorated wooden keg of brandied fruits, wrapped in cellophane and tied with paper ribbon, sitting in a hand-woven Mexican basket filled with dates. Keg and basket have re-use value.

> Packaging is entirely by hand and packers are encouraged to give individual touch to each package. Here women arrange fruits in flat wicker baskets, as shown in close-up photo at left.





Potential picnic hampers or sewing baskets start their career packed with choice citrus fruits. Amber cellophane is widely used to give a "sunshine" atmosphere to Reid packages.

Simple but colorful is the paperboard berry box package for 1 lb. of dates, overwrapped with cellophane, labelled with foil and shipped in pine boxes holding from 2 to 6 lbs. each.



prise of its owner and his associates. Today it is a veritable oasis. Its choice products have found their way practically around the world and 10,000 customers are now on its shipping lists. Each shipment is a model of attractive packaging.

In package decoration the Mexican motif predominates. Containers are selected with a view to their future usefulness and after the customer has disposed of their tasty contents, he has something of permanent value remaining—a card tray, a fruit bowl, a cedar chest for handkerchiefs or perhaps a large Mexican hamper.

Colored cellophane and ribbon are liberally used for fancy wrapping of packages and contents. Each package seeks to convey to the recipient the atmosphere of the sunny Southwest—the desert and the hacienda.

Dates are the principal product of Reid's Ranch. Some 67 varieties are being grown on the 25 acres of

ker eft.

> A well-constructed carved redwood box contains jars of brandied dates, with desert blossom incense sticks adding a note of interest. Nearly all the Reid packages have interesting re-use possibilities and make welcome, unique gifts.





Pride of Reid's packaging artists is this large wooden crate interestingly packed and decorated. A full crate weighs about 85 lbs.; halfcrates are similarly packed. desert land which Mr. Reid has brought under profitable cultivation. The processing and packaging of dates is one of the more important tasks performed by employees on the ranch.

One of the most popular packages is a redwood box containing 5 lbs. of stuffed dates. This container has a permanent value and may be attractively wrapped. In a smaller redwood box four small jars of honey are packed. Honey is another of the popular Reid products, the bees finding within the bounds of the ranch several popular flavors of blossoms.

Dates are also packed in a plastic box, with a cover, which may be dressed beautifully in all colors of cellophane and may later be used as a tray. Another attractive plastic package is an acrylic bowl filled with dates. This bowl may be used for flowers or fruit long after its original contents have disappeared.

Dates or other sweets produced on the ranch are also packed in two sizes of Mexican baskets. These specimens of the basket-weaving art may later be used as card trays or bread trays.

For their special brandied dates or pickled figs, Reid's "rolls out the barrel." Five pounds of fruit are packed in small wooden kegs. Decorated with Mexican pictures, they have unusual appeal.

Paperboard cartons covered with pictorial designs form shipping containers for pound boxes of dates, fruits and confections. These pound sizes are individually wrapped and packed in cartons holding from two to six boxes. This pack is comparatively inexpensive and is one of the most popular with the Reid customers.

The "prize package" of Reid's Ranch is the assorted citrus half or full crate. These crates are known as "sunshine" packages and contain varied assortments of Reid products—fruits, dates, marmalades, jams,

honey, olives or whatever may be ready for shipment at the time. The largest pack weighs 85 lbs. Mexican hampers are used to pack the smaller "sunshine" assortments.

In the large containers the fruits are wrapped in brilliant cellophane with the golden sun color predominating. As gift packages, they have found their way to hospitals, business houses and homes in every part of the country. Careful attention to packing insures, it is said, that the contents will arrive in good condition no matter to what distant points they are shipped.

Reid's Ranch sells none of its products through retail establishments; all go directly to the consumer. An attempt is made to give each shipment an individuality of its own.

The wide variety of containers used is one means of attaining individuality, but Mr. and Mrs. Reid are always on the lookout for new packaging ideas. The shortage of glass containers has confined them to the use of a single type of jar for all their jams, marmalades, etc. Fancy packaging materials are not yet plentiful enough to provide the greater variety of containers which could be used in giving the numerous products which are packaged by Reid's an even greater selling appeal.

CREDITS: Redwood boxes, California Redwood Box Co., Los Angeles. Mexican hampers, chests, etc., Mexican Products Co., Laredo, Tex. Glass containers, Hazel-Atlas Glass Co., Wheeling, W. Va. Cartons, Delan Burrus Paper Box Co., Phoenix. Wooden crates, Arizona Box Co., Phoenix. Cellophane and ribbon, Blake, Mossitt & Towne, Tucson; Crown Zellerbach Corp., San Francisco, and Dixon Supply Co., Los Angeles. Berry baskets, Fibreboard Products, Inc., San Francisco. Molded plastic boxes, Dixon Supply Co., Los Angeles. Acrylic bowls, made by Unique Plastic Products Co., Hollywood, of DuPont Lucite.

This type of hand-made woven basket is particularly suggestive of the Arizona locale. It holds an extra-large quantity of fruit and makes a many-purpose, long-life reusable container.

Sweet spiced figs packaged in wooden kegs, decorated with ribbon and real fig leaves and tied in cellophane, have far more sales appeal as a gift idea than ordinarily-packaged jars or cans.





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New package is wrapped with printed cellophane and backer card. Packages are sold from these counter display cartons.



Tissues are assembled for pullfold dispensing, the same as Kleenex carton packages. Tape tears across pack horizontally.



### KLEENEX PURSE PACK

New cellophane wrap with tear-tape slot

for dispensing fills a long-felt demand

A convenient new purse-sized cellophane package with tear tape for Kleenex facial tissues, aptly named the Pocket Pak, is now being marketed in a few test areas by International Cellucotton Products Co., Chicago. The company emphasizes that it is an experimental venture; distribution and merchandising plans have not been completed.

This handy new package contains 24 regular sized tissues arranged in 12 two-ply pull folds and measures about  $4^1/_2$  in. long by  $2^5/_8$  in. wide and less than  $^1/_2$  in. thick. A backer card gives rigidity to the tissues for cellophane wrapping. The tear tape is affixed as part of the package. When torn off it leaves an opening horizontally across the face of the package wide enough for dispensing the tissues, which are folded and assembled in a manner similar to the larger Kleenex carton packages, so that when one tissue is removed, the next one is in position for removal.

After the tissues are folded and placed on the card backer, the package is produced on a standard wrapping

machine equipped with an attachment for applying the tear tape. The tear tape is supplied separately and applied at the time the wrapping operation is performed.

The cellophane wrappers are printed in the same blue and white family design used for the carton packages of Kleenex. A further design similarity is maintained by the tiny horizontal lines printed in a lighter blue. The wrappers are applied in accurate register so that the printing of the direction designating the pull-tab feature is clearly visible at the right end of the package. Guide markings for the tab are also printed on the back of the wrapper, which carries the words "Kleenex Pocket Pak," company name and address and patent protection data. The tear tab is red.

The pocket packs are being merchandised in test market areas in a counter display carton.

CREDITS: Printed cellophane wrapper, Shellmar Products Corp., Mt. Vernon, Ohio. Wrapping machine, Package Machinery Co., Springfield, Mass.

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## A HALLMARK FOR RITTER

Stylized "R" is employed as a trademark

in a modern manner reflecting a reputation for quality

Adaptation of trademark to jar caps.

The name "Ritter" has been identified with fine foods for 93 years. This month the P. J. Ritter Co., Bridgeton, N. J., gives dramatic new impact to this name with its completely redesigned trademark and labels.

The new dress is a logical step in the policy course set by William H. Ritter, Jr., the present president of the company. The program covers all the Ritter products, both in cans and glass, as well as a redesign of foil labels, which this company was among the first to adopt in the food field about a year ago.

A leading independent designer was commissioned to do the job. He approached it with a complete study of the Ritter company and its operation. When he found that the company was using every modern method of food processing, following it up with extensive research, even extending it to a program of seed culture from which Ritter products are grown, he felt it was essential to call the consumer's attention to such quality by refinement of design, color and attention-getting values.

The company had been selling its products under several different designs and brand names. The designer recommended that all the labels be brought into one family to concentrate the selling power of this long-established brand name. The change should be a radical one, he said. The company should forget all previous labels and design new ones without restriction.

Uppermost in importance was the creation of a trademark design that would embody both the established tradition and the modern spirit of Ritter and serve as a common denominator to tie in all Ritter packages and shipping cases, as well as promotional activities, including trucks, building signs, emblems, premiums, etc.

It was further determined that wherever possible labels would carry full-color reproductions of the products made from paintings instead of the conventional vignettes. For example, the asparagus label was planned to show several spears of asparagus and thereby point up their freshness and quality in larger size, rather than reduce them to actual size.

Designs were prepared along this line and submitted to the Ritter company management, its sales department, division managers, jobbers and advertising agency to pre-test first reactions. One label—the White Label pork and beans in glass—was pre-tested to obtain actual sales and consumer experience. Sales records proved that the radical change in design caused no problem of consumer recognition or acceptance. The label appealed to women in stores. Further testing and analysis confirmed that the new design met all the requirements. It had strong Ritter identity in the simplified trademark, colorful and inviting product identity, simplified and legible back panel instruction copy and "signed off" with the trademark, "Fine Foods Since 1854."

The new labels all include one very important feature. Regardless of position of the packages on the shelf, they can always be recognized as Ritter products because of a continuous gold neck band with the Ritter name in reverse lettering.

The new trademark is almost a square in shape. At the top is a blue panel with a strong Ritter name in upper and lower case white letters for maximum legibility. Below is a large white "R" on a red background with three decorative leaves in gold at the left side of the "R" where the bottom line of the loop "R" touches the vertical stroke of the "R."

Glass-pack labels were the most challenging problem. The catsup bottle offered the greatest resistance to decoration and color. This was mainly due to the tomato red of the catsup itself. It was decided to adopt a white label for the regular catsup and a yellow label for the tabasco-flavored catsup.

The neck label on the catsup bottle is a continuous gold band which carries the Ritter trademark in large size, but has the name "Ritter" on all sides. This is especially important because often there are other items in front of a tall bottle on dealers' shelves, in restaurants or in the home. The Ritter trademark and name are clearly visible above such items due to this neck label design.

Another added feature of these bottles is the development of a design for the caps. Frequently a grocer has difficulty in knowing by looking into a corrugated case below eye level exactly what product it contains. To aid him and the consumer, a yellow cap is used for the tabasco-flavored catsup and a white cap for the regular catsup. Both caps feature a large Ritter "R" on top.

The metal caps for all glass jars were redesigned to include the white Ritter "R" on the red background inside of a circle, with the slogan "Fine Foods Since 1854" on the outside. These glass jar products include White Label pork and beans, chili sauce and others.

The new labels are ready for the 1947 pack and were introduced to the public in full-color magazine advertisements in May and June, although a great deal was done previously to publicize the new trademark. Its use in newspaper and magazine advertising began in Nov., 1946, with the caption, "This is the new trade-

mark you'll soon be seeing on all Ritter foods." Silk-screen reproductions of the trademark have been displayed around the Ritter plant. One-sheets posted throughout the subway system of New York and Philadelphia presented the trademark. Other uses to which it has been put are on corrugated packing cases, on Ritter trucks, on playing cards and other give-aways.

CREDIT: Design program, Frank Gianninoto & Associates, New York. Foil labels, Reynolds Metals Co., Richmond, Va. Lithographed caps, White Cap Co., Chicago. Paper labels, Price Bros. Label Co., Bridgeton, N. J., and Crocker-Union, San Francisco.

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pices. It adds special zest to any meal.

PACKED AND GUARANTEED BY RITTER CO., BRIDGETON, N. J. – U.S.A. 12140z. Avoir.

Chili Sauce

Tarm Style
Relish

Chili Sauce Relish is made from an ured recipe which delightfully comt tomatoes, sugar, cider vinegar, swe green peppers, onions, salt, mustari



Actual sample of foil label is tipped on above. In photo are new Ritter designs showing the attention value and continuity of identification of the whole line in contrast to dissimilarities of the old labels at right. The repetition of the word Ritter on the top of the labels allows trade name to be visible on all sides. Note use of illustration instead of vignette for asparagus.



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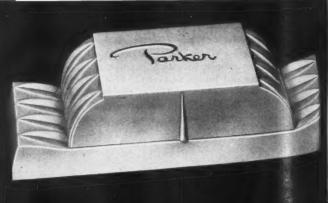






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Stalks of five grains—rye, wheat, barely, rice bran and oats—decorate front of label of Wuest's five-grain bread, sliced and canned, now produced primarily for overseas shipment and soon to be introduced to local markets with these newly designed labels. Red, yellow and white brighten the label's brown background. Labels, Minerva Printing Corp., New York. Cans, Continental Can Co., New York.

A printed cellophane bag provides protection from dirt and visibility for the Outdoorsman Castomatic fishing reels made by Outdoor Products Div., Quaker City Gear Works, Inc., Philadelphia. Trade name in white appears against deep green on the printed cellophane. Outer container is a set-up box. Bag, Milprint, Inc., Milwaukee. Box, Samuel Barnett Co., Philadelphia. Label design, N. W. Hirsch, Philadelphia. Label printing, F. E. Mason, Batavia, N. Y.

Packaging for the new LaCross Naylon lipstick is an intricately designed one-piece folding carton similar to that introduced for Naylon nail polish a few months ago (see MODERN PACKAGING, Dec., 1946, p. 120). Triangular base forms a stand for the gold metal case which is revealed through a die-cut opening. Name of

re-use value as a cigarette box or stud case. Box designed and supplied by General Electric Co.'s Plastics Div., Pittsfield, Mass.

Ciro's New Horizons perfume, still in its distinctively shaped glass bottle, is being packaged in a newly designed set-up box. Printed paper wrap on cover is light at the bottom and gradually shades to darker tones at the top, giving the effect of sunrise. Base of box is made of highly polished brass, which lends lustre to the perfume bottle when displayed open. Incorporated in the base are two metal clips to hold the bottle securely in place. Box, Arrow Mfg. Co., Inc., Hoboken, N. J.

The B-Z-B Knitting Co., Rockford, Ill., is packaging its postwar Manikin nylon hosiery in a new two-pair set-up box designed to promote two-pair rather than single-pair sales. Of shallow depth, this standard sized box fits the standard department store hosiery shelves. Cover paper carries a photographically reproduced design featuring a cloud-and-shadow treatment of the trade name in monotone. Box ends display the Manikin trademark when stacked on dealers' shelves. Design, Howard H. Monk & Associates, Rockford, Ill. Box, Paul Bennett Paper Box, Inc., Rockford, Ill.

## PAGEANT

lipstick shade appears at the top, with distinctive lettering of company and trade name below. Carton invented and patented by R. Van Rosen for J. Makowsky Corp., New York.

Interesting idea is this method of promoting bread through appetizing full-color illustrations of suggested uses and recipes on the labels of National Tea Co.'s "Top Taste" bread. Section of label shown pictures the use of bread as French toast topped with jam. On the opposite panel is displayed a breakfast dish of crisp bacon and eggs as an accompaniment to the toast. The stock used is an opaque waxed paper. Design, Lea-Tek Studio, Chicago. Wrap, Zimmer Paper Products, Indianapolis.

Design of carton wrap for frozen green split pea soup made by Andersen's of Buellton, Calif., features a humorous drawing of two chefs splitting peas on a meat block with a mallet and chisel. Side panels repeat the design in smaller size. The product is now being marketed on the West Coast and is soon to be introduced in Eastern cities. Design, Milton Neil, Los Angeles. Printed wrap, Western Waxed Paper Co., Los Angeles.

Special flexible metal hinge developed for this molded plastic "presentation box" for Parker watches allows the lid to open to a normal upright position and also to extend backward even further for greater product display. Case is injection molded of ivory-colored polystyrene in two pieces, fitted with a burgundy velvet covered pad insert designed to hold any type of wrist watch or band without adjustment. On removal of pad, the case has





"Breeze," newest product to be introduced by Lever Bros., is packaged in a rose-colored folding paper-board carton with line drawings of fine fabrics and dishes to indicate that primary use of this soapless detergent is for washing such items. Promotional copy and line drawings appear in white block on back panel. Product is currently being marketed in six Midwestern cities prior to national distribution. Design, Raymond Loewy Associates, New York.

Carrying out the Oriental theme suggested by the product, labels for first of a new line of Chinese foods to be marketed by the Glaser, Crandall Co., Chicago, feature a reproduction of a Chinese chef and the "Everbest" trade name. Lithographed caps carry slogan and the Glaser name. Vacuum-sealed glass jars are used for packaging the products. Labels, Hochstadter Co., Inc., Chicago. Glass containers, Hazel-Atlas Glass Co., Chicago. Lithographed caps, White Cap Co., Chicago.

With a view to obtaining recognition value for its products, I. B. Kleinert Rubber Co. has redesigned its packaging for housefurnishing items. Design features an over-all lemon yellow and gray tile pattern, with small line drawings of stylized bathroom accessories centered in the gray blocks. Packaging for all household products

will soon carry this pattern, related in style to packaging for Kleinert's baby products (see MODERN PACKAGING, Aug., 1945, p. 104). Design, Stanley Beskind, New York.

Latest package to be adopted for Peggy Sage cosmetics is this space-saving purse kit holding "Raving Beauty" lipstick and nail polish, fitted with a mirror attached to the outside cover. Made of simulated leather, the case folds open to reveal items attached by a horizontal band. Package, Columbia Products Corp., New York.

Packaged in a red glass jar with a black metal closure is this new "Shadow Proof" cream makeup for men, designed to cover "5 o'clock shadow." Color is applied to the jar by spraying process and cap is silk screened. Display face of jar is kept simple and effective by relegating detailed information to paper label applied to bottom of jar. Jars, Hazel-Atlas Glass Co., Wheeling, W. Va. Spraying, Eastern Process Co., Cambridge, Mass. Silk screening, Allied Art Display Co., Boston. Labels, Creative Printing Co., Boston.

Ruban d'Art, a new acetate ribbon for hand knitting and crocheting made by Freydberg Bros.-Strauss, Inc., is packaged in a folding paperboard carton with a cellophane window in the front panel to allow for viewing

Sreeze 10 an sprouts thow mein noodles

## MODERN

the color of the ribbon without having to open the box. Ribbon is wound on a fibreboard core with metal inserts at both ends. Carton is printed in red.

In redesigning the carton for its private brand of "Tea Pot" tea, The Grand Union Co. wanted to use unusual coloring for this type of product so that it would be immediately distinguishable from competitive brands. The new carton (right) has a dark green background with red border and red for top and bottom panels, a complete change from the old black and yellow one at the left. Side panels form a continuous design. Horizontal carton replaces old vertical shape. Cartons, Federal Carton Corp., New York, and Berles Carton Co., Inc., Paterson, N. J. Design, Jesse Krom, New York.

Packaging becomes an integral part of the product for this "Twink-A-Toes Magic Box" marketed by Fred Mann & Co., New York. Paperboard base of the box is covered with aluminum foil and lettered in red; side wall and lid are of acetate. Inside are four paper figures, either dancers, polo players or ice skaters, each weighted at the base, and four balls of foil. Static electricity is generated when top of acetate box is rubbed with palm of hand and the figures stand and dance around at great speed. Box, Shaw-Randall Co., Pawtucket, R. I.

Dow Chemical Co. is using a two-tone label for its bottled 2-4 Weed Killer, made in quart, pint and half-pint sizes. Light band at the top of label is light pea green with the Dow diamond printed in brown. Bottom section of label is brown with white lettering. Bottles, Owens-Illinois Glass Co., Toledo. Label design, Hopkins, Sorenson & Miller Studios, Chicago. Label printing, Magill-Weinsheimer Co., Chicago.

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# PACKAGING PAGEANT



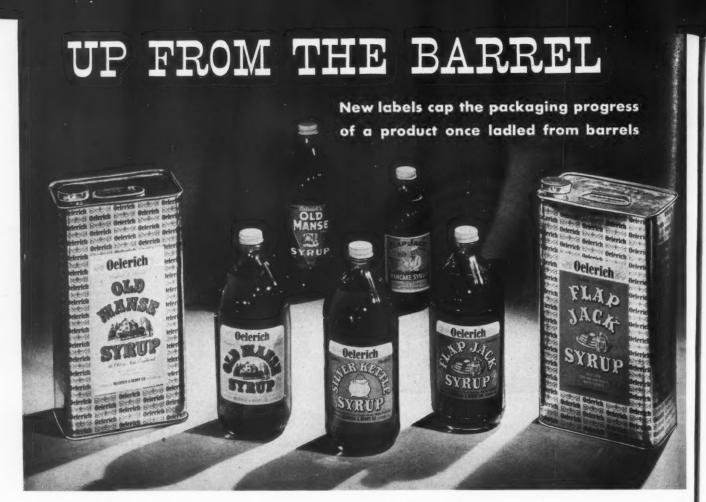






**JUNE 1947** 

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Old-fashioned atmosphere with modern treatment is attained with these new syrup labels (front row) which give distinctive shelf appearance, clear identity of syrup variety and a nice family relationship through uniform treatment of the company name and horseshoe shaping of brand name. Two bottles with old labels (rear) show previous lack of relationship. Over-all pattern of company name on lithographed metal containers permits one can to be used for several brands, with a paste-on label.

ore than 60 years ago the late F. A. Oelerich bought a barrel of "sugar syrup" from a small Louisiana planter and set out by horse and wagon to sell it, ladle by ladle, to Southern housewives. A few months later he built a little refinery and became the first man to pack molasses in a tin can.

Sold under the name of "Red Hen," this mediumcolor molasses was the forerunner of a varied line of syrups, molasses and other products now made by the company. Today, with the third generation of the Oelerich family carrying on the business, Oelerich & Berry Co. is a \$2,000,000 concern whose modern fivestory plant in Chicago is equipped with the latest processing machinery and contains underground storage tanks for more than a million gallons of molasses.

Through the years a number of new products have been added to the original "Red Hen" molasses—"Ginger Cake," a fancy, light-color molasses; "Old Manse," "Flap Jack" and "Silver Kettle" syrups; "Old Manse," "Fruit Maid" and "Hawkeye" preserves, jams and jellies. In 1940 the company introduced "Big 9" vegetable juice cocktail, which attained almost overnight popularity in 48 states. During World War II Oelerich's jam and jelly production was set

aside almost exclusively for the armed forces; the limited sugar quota available for civilian output allowed very little of these products for regular distribution channels.

The enforced merchandising "moratorium" of the war years afforded the company an excellent opportunity to scrutinize its packaging and related aspects of its complete distribution program. As has been the experience of many other firms which have gradually developed a broad line of products, Oelerich & Berry discovered that the complete absence of unity in its label designs made integrated merchandising an extremely difficult problem.

Although individually attractive, the labels did not function as a team. There was no over-all design motif; no uniformity of color treatment; no consistency in the location of company name on the labels. In fact the firm name was subordinated to virtual obscurity on some of them; only minute inspection betrayed their common parenthood.

This was the general problem facing the designer to whom the company's complete redesign program was entrusted. Accompanied by Oelerich executives, he visited typical distributors in various parts of the

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country, studying at first hand how the products were merchandised and how consumers reacted to the present labels. He discovered that intensive promotion of the line was hard to achieve because the Oelerich packages did not lend themselves readily to modern food store merchandising methods, which frequently place heavy emphasis on displays of related items.

One point that had to be borne in mind throughout the program was the fact that with the bottled items still confined to standard types of containers, the labels provided the only opportunity for distinctive appearance and visual selling. Out of the preliminary market investigation, in which this and other factors were given careful consideration, was developed a family of labels which now gives the entire Oelerich line distinctive identity.

The accompanying photographs give a clear idea of the new label treatment. Some of its essential features may be summarized as follows:

1. Featuring of the name "Oelerich" in a prominent position across the top of all labels, supplemented by the full company name at the bottom.

2. Similarity of typographical treatment and horseshoe layout of trade name, providing a pleasing, easily read label and insuring family identity of the complete line of molasses, syrups, jams and preserves.

3. Enclosing of distinctive illustration for Old Manse, Silver Kettle, etc., within the trade name.

4. Use of identifying background colors in harmony with the price range of the product. The more expensive lines such as Old Manse employ pastel background colors, while products in the lower price categories such as Hawkeye imitation strawberry jam use red or other strong colors.

In carrying out these fundamental changes, the earlier product illustrations were reduced in size, improved in design and rendered somewhat more subordinate to the product name. Perhaps the greatest revision among the illustrations was that made on the Ginger Cake label, of which both the old and new treatments are shown in an accompanying photograph.

Although Big 9, a vegetable product, is completely different from the syrups, jams and other items com-

pleting the Oelerich line, the redesigned label for this product ties in closely with the others, featuring the company name prominently across the top in the same hand-lettered type face. In modernizing this label the vegetable illustrations were enlarged and given greater palate appeal and the supplementary product name was modified from "vegetable juice" to "vegetable juice cocktail." Relationship of the product to other Oelerich items is further cemented by a listing of the company's syrups, molasses and other products on the back panel of the Big 9 label.

The new Oelerich labels are lithographed by fourcolor process on 60-lb. litho-coated paper stock. To protect them against possible spillage of syrups, mo-

Actual sample of a new Oelerich jar label. The background colors of the syrup labels are different for each of the various brand names used. Each color indicates a different price range.

**Oelerich** 



Made of Cane and Maple Sugar Syrup
PACKED BY **OELERICH & BERRY CO.** CHICAGO, ILL

Contrast the new "Red Hen" and "Ginger Cake" molasses labels with the old ones, at rear, which showed no evidence of belonging to the same family. "Red Hen" was original Oelerich molasses sold from a barrel.



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Labels for jams and preserves are designed with open panel in which specific product name may be imprinted to suit type of item being packed at any time. These labels are varnished as a protection against spillage.



Popular newcomer in the Oelerich line needed only a face-lifting. Front and rear panels of label emphasize clean design, increased appetite appeal through improved product illustration and tie-in with other items by similar use of company name. "Cocktail" has been added to name.

lasses or other sticky products, the labels are spirit varnished, enabling them to be wiped off with a damp cloth without the possibility of damage or loosening from the container.

The jam, jelly and preserve labels are designed with an open panel in which the specific product name may be imprinted to suit current packing requirements. This simplifies the label inventory problem and is particularly valuable in view of present short sugar supplies, since it permits the labels to be readily adapted to the type of product being handled at all times.

Used for 5-lb. and 10-lb. packs of syrups, the large pour-spout metal containers achieve striking recognition value with a scatter treatment incorporating the company name and a repeated design lithographed directly on the cans. The paper labels are applied directly to the front panel of the containers, while the end panels are devoted to sell copy and a listing of other Oelerich products. Lithographing on these metal cans is in dark blue against a gold-lacquered background.

Use of this type of design again simplifies the inventory problem, since the same basic container, with the proper label, is used for several different brands of syrups. Formerly each variety had its own specially lithographed metal container.

To facilitate immediate product recognition in storage and shipment, the new Oelerich labels are also used on the ends of the corrugated containers in which multiple shipments of the various products are made.

In addition to unifying the entire line of Oelerich products, the redesign program is also worthy of note because of the manner in which the old-fashioned atmosphere of these long-established food products—familiar to the buying public for scores of years—has been retained and combined with a modern treatment to form a package design which can compete with any products placed alongside them on the grocery store shelves.

CREDITS: Package redesign, Ernst A. Spuehler, Chicago. Labels, Inland Lithograph Co., Chicago. Glass containers, Hazel-Allas Glass Co., Wheeling, W. Va.; Owens-Illinois Glass Co., Toledo, Ohio, and Anchor Hocking Glass Corp., Lancaster, Ohio. Lithographed metal cans, American Can Co., New York.

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Prominently displaying the Red & White circular trademark, new citrus and citrus juice labels also carry natural-colored vignette superimposed on red background and blue rectangle bearing commodity name in orange.

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#### ONE-BRAND LABELING

Red & White voluntary grocery group adds more items

to its simplified new package family in 8,500 stores

The growing trend toward merchandising of products under one brand name by chain stores and independent grocer associations is given further impetus by the Red & White Corp.'s introduction of more packages redesigned in accordance with the company's simplified trademark theme (Modern Packaging, Nov., 1946, p. 115).

Red & White, international voluntary group of independent wholesale and retail grocers, Chicago, recently released the first of its redesigned packages—corn

flakes and cereal miniatures. Now in general distribution through its 8,500 stores are citrus fruits and citrus fruit juices, flour and soap flakes, all bearing labels with "Red & White" printed in large white letters, shaded with black, against a bright red circle background. Eventually all of the association's product packages will bear this design.

The shift to "one-brand" labeling, in inducing greater "name consciousness" on the part of the consumer, capitalizes on the growing impulse sales market.





Textile bag for flour and carton for soap flakes are easily identified as Red & White products. Red circle stands out on blue background of carton; yellow and brown are used for flour trademark superimposed on wheat shock.

## NEW SCRIPT

OLD Scripto
NEW

Comparison of old and new trademarks. The new, cleaner trademark—which is definitely suggestive of writing—is the keynote of the redesign program.

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A small package must be especially bright and attentioncompelling. The comparison shows how much improvement in this respect has been accomplished with the new package.





The new trademark is equally adaptable to small and large packages, as well as to both light and dark backgrounds.

# FOR Scripto

Simple trademark that expresses product's function makes bright example of a new package design

Scripto, Inc., Atlanta, Ga., has effected a redesign of its complete line of packages, with a resultant close correlation between appearance of the package and function of the product.

In streamlining the design, several elements were considered and sought for achievement: quicker product recognition via trademark, functional use of color and legibility—for consumer appeal; and practicability and standardization—for facility in production.

Review of rival products revealed to Scripto's package designer that merchandise generally had been drably handled and that trademarks had not been fully utilized. The association between the name Scripto and the product's function formed the key to the new program: the design must, it was felt, exemplify the jotting down of facts, "putting man's mind on paper," together with indication of quick handwriting.

The first and main step in the design program—an interesting trademark-took shape as a background consisting of a clean white scroll bearing the name "Scripto"—the scroll representing the recipient of "man's mind" and at the same time creating a distinctive shape rather than unrelated forms. Effective when used on both small boxes and large displays, the name "Scripto" in itself implies script and script-style lettering is a natural for indicating "jotting down." The name is in black and angled on the background scroll, thus indicating motion. The dot over the letter "I" is oversized and in red as a pick-up of the old trademark and also creates an eye-catching bull's-eye. The scroll panel is additionally set off from the color background by a stipple effect on the right edge which gives an added dimension.

The use of this trademark in establishing a functional mark coupled with high memory value immediately starts all packages off with a definite family relationship, but further integration in the over-all design was necessary to create a family of packages for the various sizes, colors and price ranges of pencil leads and erasers. Ordinarily a difficult enough matter in itself, the problem was not eased by the fact that many of the packages are minute in size. Color registration and legibility of text had to be carefully considered.

For full display value on the face of the cartons a condensed Gothic-style type face has been adopted, thereby offering the largest sized characters possible in the cramped areas and creating through simplicity and boldness a maximum visibility. On the very narrow side panels (one of which contains the company name, address and slogan; the other, a short sales statement) an open sans-serif type face is specified: sans serif for simplicity and the open style to eliminate a filling in of the characters during printing.

Use of color, as well as other phases of the design, were carefully studied. Such small boxes must necessarily be bright in color to attract attention, but the numerous items in the line demand a definition as well as some coordination. Background colors to differentiate the various packages have been set up—warm colors in the leads group and cold colors in the erasers group. All colors are reasonably close in chroma and intensity to eliminate the possibility of any one particular package being too dominant.

In order to avoid possible printing registration problems, no color stops abruptly on the scores or folds of the cartons. In fact, the redesign of these packages has greatly simplified previous printing difficulties by elimination of hairline registry with outline letters overprinted on solids. It has also eliminated fine reverse type which "filled in" and in some cases it has cut out a fourth color.

CREDITS: Design, Robert G. Neubauer, Inc., Southport, Conn. Cartons, U. S. Printing & Lithograph Co., Cincinnati. Displays, Einson-Freeman Co., Inc., Long Island City, N. Y.

The new design adopted for Scripto package is effectively carried through on the firm's display cards.





Gold foil laminated paperboard printed in red forms a display piece for holding box of Patricia Pentworth fine-quality tissues recently introduced by Fashion Home Products Co. Box has line drawings on aqua, gray and peach background. Display and carton, Eastern Display Corp., New York.



New cream deodorant made by X-Pel Process Co., Inc., is being promoted in this folding display carton. Product is packaged in opaque jar fitted with a decorated cap in two colors against white background. Jar and cap, Hazel-Atlas Glass Co., Wheeling, W. Va.

# Display



Full-color lithographed paperboard window display for Griffin Allwite shoe polish features "Little Miss Griffin" in a sailor uniform. The white mainsail of the boat forms a backdrop for the slogan "Griffin Allwite for all white shoes." Two small side pieces bearing nautical copy "Aye Matey!" and "Blow Me Down!" shown at the base accompany the main display. They may be placed in corners of window with the center piece or used separately as counter cards. Display, Einson-Freeman Co., Inc., New York.



American Safety Razor Corp. is offering dealers this new departmentalized display fixture with removable back card interchangeable to tie in with seasonal events. Made of corrugated board, lithographed paper covered, it has space for 16 different items in its various compartment. Display, Industrial Lithographic Co., New York.

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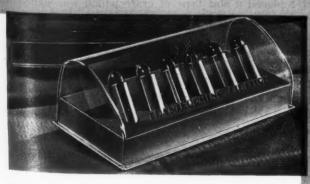
# Gallery



Three-dimensional effect is achieved by two full-color miniature reproductions for the new Cara Nome display. Shaded blue background is bordered in gold. Made in three pieces, the display comes in large size for windows and smaller for counters. Display, U. S. Printing & Lithograph Co., Cincinnati.



Bonnie-Mite display cards for babies' jewelry carry fanciful four-color designs. Bracelets hang on metal holders; paper folders with lockets and rings fit in die-cut openings. Design, E. Leonard Koppel, New York. Cards, Ambassador Arts, New York.



Acetate dome fitted into gold paperboard base provides full view of six Armand's "Pearls in Wine" lipsticks. Die-cut tray with blue cover paper supports cases at convenient angle. Dome is printed in wine color. Display, Acme Paper Box Co., Chicago.



Devoe & Raynolds' new preservative varnish for fishing rods, aptly named "Izaak Walton," is being promoted by this four-color point-of-purchase display depicting a sportsman in a woodland stream and featuring an actual container set in foreground. Labels, Dependable Printing Co., New York. Display, Display Corp., Milwaukee.



Welsharp pens and Wel-Flite pencils are popular-priced sellers. Therefore display cartons must be planned with an eye to economy. These practical units provide display boxes holding a dozen each, ready mounted for counter set-up, and eliminate formerly used chipboard shippers. Cartons, Green Bros., East Providence, R. I. and Schaeffer Mounters, Inc., Webster, N. Y.

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#### FIRST PRIZE

Adjudged best in the show was this 17-lb. nailless crate, which carries an 85-lb. refrigerator condenser for the Seeger Refrigerator Co.

re-usability, ease of packing, weight, sturdiness and protection for contents, a committee of packaging and shipping experts picked the winners in the Protective Packaging Contest of the second annual Industrial Packaging & Materials Handling Exposition of the Industrial Packaging Engineers Assn. of America, held in Chicago's Hotel Sherman, April 24 to May 1. Each package entered in the contest was rated on the basis of score points and awards were given to those receiving the highest percentage rate. In addition to the first three winners, six received honorable mentions.

First prize winner was a wirebound wood cleat crate used by the Seeger Refrigerator Co., Evansville, Ind., to carry refrigerator condenser units. Assembled entirely without nails, it consists of three pieces—a mat and identical top and bottom. Seeger states that no additional packing is required. A sheet of kraft paper is folded around the compressor of the unit to prevent dust or rain from getting on the unit while in transit. Extra accessories accompanying some units, such as ice cube trays, etc., are encased for convenience in corrugated cartons or sleeves and wired to the supporting

# Prize-winning



SECOND PRIZE

Fine example of protective packing is this one for Burroughs Adding Machine Co., using vinyl pouch and latex-impregnated hair cushioning.

member of the crate. The company points out that this is merely a convenient way of carrying the extra accessories and is in no way to be construed as an addition to the crate itself. The producers of the crate cooperated with the Seeger engineering staff in development of the package. This general type of crate has been in use at Seeger for approximately 15 years, when it replaced a slat type of crate which was nailed together at or near the assembly line. Considerable time and labor was required to nail together the various crate components and the operation itself consumed an inordinate amount of space. The compactness, ease of assembling, ease of loading and quick closing accompanying the wirebound crate placed it in a favored position over the slat crate and its adoption was insured.

Second prize was awarded to the Burroughs Adding Machine Co., Detroit, for a package used in shipping its electric duplex calculator. For domestic shipment the calculator, enclosed in a vinyl pouch, is placed in a latex-

# shipping packs

Industrial packaging engineers hold contest and pin ribbons on the best examples of their art of protection

impregnated hair pad-lined carton made of flat doublewall corrugated board with bottom and top flaps spot glued and one strip of gummed kraft tape attached to bottom and top of carton over the opening where flaps meet. For export shipment the corrugated carton is placed in a waterproof case liner with the top opening sealed with a hot compound. Then the carton is placed in a wooden box of Idaho white pine with boards tongued and grooved and the box nailed together with cement-coated nails. The cover is attached with screws and bound with two galvanized tempered wires. Burroughs fabricates the corrugated paperboard and manufactures the wooden boxes. W. J. Delahanty, supervisor of packing and shipping, was instrumental in the development of the package, particularly in the use of latex-impregnated pads to line the cartons. This new type of packaging was developed when the company changed the outer case of the calculator from metal to molded plastic. Previously the machine had been shipped in corrugated cartons, but they were found inadequate for packaging the new type of case. Damage reports received on the first lot of new machines shipped revealed that approximately 50% arrived with broken cases. When the new method of packaging was adopted, reported breakages in shipments practically ceased.

Sears Roebuck & Co., Chicago, was awarded third prize for its carton for packing an eight-piece kitchenware assortment. The individual pieces in the set are protected against damage by the inner partitions. The

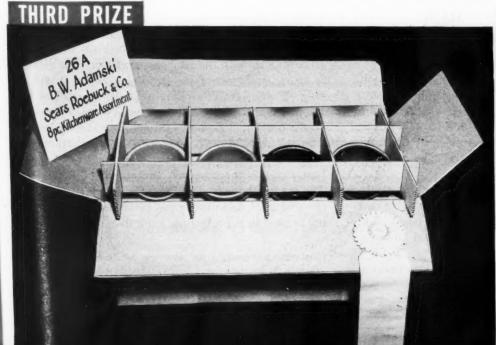
pack includes cushioned sheeting at the bottom of the box to absorb shocks. B. W. Adamski developed the carton for Sears.

One of the six honorable mentions awarded is illustrated. It is a regular slotted corrugated carton pack for outboard motors used by Evinrude Motors, Milwaukee, Wisc. The carton, made of single-wall board, suspends the motor in the carton: die-cut pads and scored sheets of double-wall corrugated are placed to suspend the motor from its two centers of gravity, the power-head end and the propeller end. Eugene H. Schmitt, packaging engineer for Evinrude, directed development of the package, with a view to lowering cost and time of packing.

The five additional honorable mention winners were two packs used by Montgomery Ward & Co., Chicago: one a wirebound crate for automotive knee action units and the second a corrugated box for glass stemware. Two others are now in use at Sears Roebuck & Co.: a corrugated box for a 14-piece lunch bowl set and a corrugated box for a metal utility cabinet. The sixth winner was a wrapped package for industrial wire cloth, used by Ludlow-Saylor Wire Co., St. Louis.

CREDITS: Seeger crate produced by T. R. Miller Mill Co., Brewton, Ala. Burroughs carton and box: corrugated board, American Box Board Co., Grand Rapids, Mich.; gummed kraft tape, The Gummed Products Co., Troy, Ohio; latex-impregnated hair pads, Armour & Co., Chicago; wire, C. Tennant Sons & Co., New York; sealing compound, Dearborn Chemical Co., Dearborn, Mich. Evinrude corrugated pack, Menasha Wooden Ware Corp., Menasha, Wisc.

Winner of third prize was Sears Roebuck & Co. for this simple but effective corrugated pack for an eight-piece set of assorted kitchenware. Honorable mention went to Evinrude Motors for this ingenious pack using die-cut and scored sheets of corrugated to suspend outboard motor.





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Molded in two parts, this polystyrene pencil case affords full view of product through its dome-shaped cover. Two indentations molded directly in base hold the pencil and cellulose vial for leads in place.

# PLASTIC PENCIL CASE

A molding company, launching a series of consumer products,

applies its engineering know-how to polystyrene box-making

ften a competently designed package serves to introduce a new product to the public and creates a demand that the quality of the item alone could not achieve. The quick recognition of packages increases impulse buying and provides direct association between advertising and the product. Standards are maintained over long periods through this type of direct appeal. New markets are tapped by continued advertising of easily recognized packages.

Realizing these points, the Ross-Frederick Corp., Mineola, N. Y., a new company launching a series of consumer products, has designed and manufactured a distinctive container to aid in the introduction of a new six-color mechanical pencil. With this package the new writing instrument is presented as a complete compact unit, suitable for use in the home, office or field. The package may be used as a counter display piece or, after purchase, for storing the pencil.

After solving the engineering and production problems connected with the pencil, the packaging problem was investigated. Ross-Frederick's products are plastic moldings and it was logical to decide on a plastic package which they could mold themselves. From the 22,000 plastic formulas available today, the company knew that at least one would be right.

These qualities included dimensional stability, transparency, color, availability of material, reasonable cost and sturdiness. In addition, the selected plastic had to be highly adaptable to injection precision molding. The plastic selected was polystyrene.

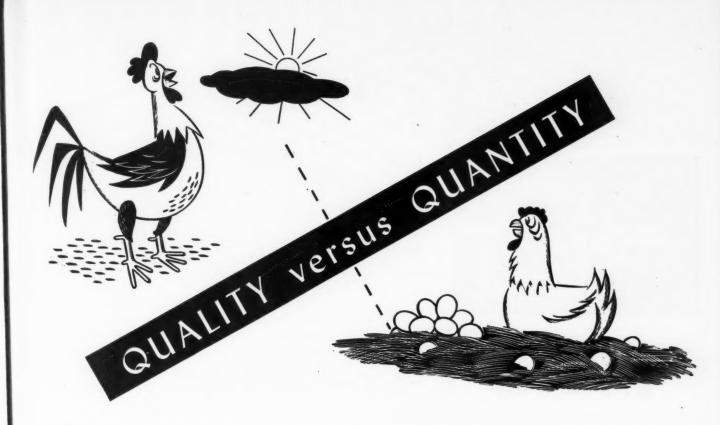
The completed package is divided into two parts, a

transparent slip-on cover and a pea-green base. Each piece is individually molded and when combined the parts form an attractive, tough package holding the pencil and supplementary tube of replacement leads in easily viewed positions. The size of both pieces is determined by the length of the pencil and tube.

Dome shaped, the transparent cover offers a complete view of the pencil and tube with a minimum of distortion. The thick <sup>1</sup>/<sub>8</sub>-in. wall protects the interior from dust and dirt and is moisture resistant. Each facet of the cover is carefully calculated for maximum vision and to conform with the necessary amount of "draft" needed in the molding process. This shape was found to be the simplest form and uses the least amount of material. It is strong and minimizes breakage. Close precision molding allows the cover to fit snugly.

The green color of the base was chosen as the best hue to harmonize with the grey acrylic pencil. As the color is an integral part of the molding powder, it will not chip or wear off. Two longitudinal indentations hold the pencil and tube of leads snugly in place while elastic cords prevent loosening through accidental jolting. The underside of the base is open except where the two indentations appear. A slight "step" midway down the base provides the necessary friction grip for the cover. The curved shape is again used to complete the modern appearance. As in the cover, precision injection molding is used to manufacture a durable, attractive piece.

Credits: Box molded for own use by Ross-Frederick Corp., Mineola. N. Y. Cellulose vial by Celluplastic Corp., Newark, N. J.



Some people prefer quality. Others find quantity a desirable asset. But in our operations, it has never occurred to us to distinguish between quality or quantity because

Burt specializes in quantity production of quality packages.

At our centrally located plant we make all sizes and shapes of set-up boxes—round, oval, square, oblong. Our production is speedy, economical and uniform. The secret of Burt's quantity production of quality containers is simply automatic production on our own specially designed machines. That, in turn, spells savings for you, for automatic production is the least expensive way to package mass-produced items such as cosmetics, drugs, pills, tablets, etc. We also manufacture folding cartons and counter displays. Write us for samples and prices.

# F. N. BURT COMPANY, INC.

500-540 Seneca Street, Buffalo, N. Y.

New York City • Philadelphia • Boston • St. Louis • Atlanta • Chicago • Cleveland Cincinnati • Los Angeles • New Orleans • Memphis • Minneapolis • Kansas City San Francisco, California • Newark, New Jersey

CANADIAN DIVISION:

Dominion Paper Box Company Ltd., 469-483 King St. W., Toronto 2, Canada

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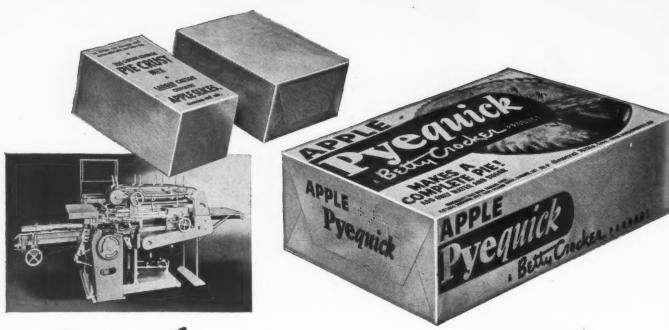
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# Makes 2-in-1 wrap for

GENERAL MILLS' AMAZING NEW PRODUCT

# Pyequick

Pyequick—General Mills' newest Betty Crocker product—gives the housewife all the ingredients for a delicious apple pie in one convenient package. Apple slices, salt and cinnamon, are in one carton, the piecrust mix in another, and both cartons are enclosed in an attractive, eye-catching wrapper by our Model FA machine.

This machine—the most widely used in the packaging field—has time and again demonstrated its ability to produce uniformly perfect packages at cost-cutting speed. It is, moreover, extremely versatile—adaptable to practically all types of wrapping material in sheet or roll form. And it can be quickly adjusted, enabling a man-

ufacturer to wrap a number of sizes on a single machine. New products or new sizes can be added to the line without the need of investing in additional machines.

#### Get the benefit of our recommendations

Have you a new product—or an established product—which you wish to put out in an improved sales-winning package? We'll be glad to give you our recommendations. Our experience and technical skill are constantly proving of value to packaged goods manufacturers in every field. Consult our nearest office.

Write for our booklet "Sales Winning Packages"

PACKAGE MACHINERY COMPANY • Springfield 7, Massachusetts

NEW YORK CHICAGO CLEVELAND ATLANTA DENVER LOS ANGELES SAN FRANCISCO TORONTO

## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

It



# TECHNICAL

• METHODS TESTING ENGINEERING

> Technical Editor Charles A. Southwick Jr. •

# DOR TRANSMISSION\*

n the distribution of packaged food products through commercial retail channels the problem of odor transfer through packaging materials can arise in one of two ways. Products whose flavor depends in part on volatile aromatic materials can lose sales appeal by evaporation of the volatile flavor if such vapor can escape by diffusion through the package structure. Alternately, a product can be damaged by contamination with odorous materials such as fish etc., that might be stored in the vicinity in warehousing or freight handling. Generally speaking, the problem of flavor loss by evaporation is not a serious one. However, many food products are peculiarly susceptible to contamination by foreign odors. These include such commodities as shortening, butter and other fatty products and delicately flavored products such as tea.

A rather unique problem involving odor transfer arises in the case of packaged prepared-cereal products. The most desirable physical properties in such cereals are achieved when the moisture content is held below 7%. It is precisely under these very dry conditions that off odors can accumulate due to oxidative deterioration of the fractional percentage of fat contained in these cereals. Normally, such odors are not a serious obstacle if the package allows a reasonable amount of free ventilation. However, the specification of a maximum moisture content of 7% definitely prescribes a water-vapor barrier for successful merchandising. In this case, the ideal package should have a selective permeability for organic vapors and a high degree of impermeability to water vapor.

#### Physical chemistry of typical compounds

A listing of over 200 compounds representative of volative flavors has been published in the monograph "Flavor" by E. C. Crocker (1).1 Mr. Crocker's monograph lists these compounds in Chapter 8, classified according to their vapor pressures at 20 deg. C. It is quite remarkable that the vapor pressures of these so-called volatile materials do not exceed 3 mm. and the range extends down as low as 0.001 mm: A few selected examples taken from Mr. Crocker's listing are shown in Table I, together with their vapor pressures

discussion of the physical chemistry odor transfer in packaging materials and suggested methods of measurement

by LUCIUS W. ELDER, JR.†

expressed both in mm. of mercury and as p.p.m. by volume in saturated air. It is to be noted that although air saturated with vanillin contains only 7 p.p.m. by volume of this compound, a quantity about 1/3,000 of the volume of water vapor in air saturated at 20 deg., nevertheless vanillin detectable by odor in concentrations ranging from 1/100,000 to even lower fractions of its concentration in saturated air. The uniqueness of these compounds apparently resides in the sensitivity of the human nose toward their presence rather than extreme volatility in the normal sense of the word. The nature of the problem involved in measuring the transmission of such vapors through packaging materials is shown in Table I by a comparison of their vapor pressures with that of water at minus 17.8 deg. C. (0 deg. F.). In both instances the driving force available for bringing about permeation of packaging materials is quite low.

A practical demonstration of the low escaping tendency of a typical aromatic fraction of a food product was obtained some years ago in this laboratory when it was shown that freshly ground coffee can be ventilated with a volume of nitrogen 5,000 times as great as the void space of the coffee itself without significantly lowering the cup quality of the coffee as judged by qualified experts (2).

An excellent treatment of odor as related to chemical structure was published by Moncrieff in 1943 (3).

#### Suggested test methods

For the purpose of discussion it is assumed that test samples of packaging materials can be mounted in one

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<sup>\*</sup> Paper presented before the 1947 Annual Meeting of the Technical Assn. of the Pulp & Paper Industry under the title, "The Transmission of Odor Through Packaging Materials." Original publication in Paper Trade Journal.
† Director, Materials and Products Evaluation Laboratory, General Foods Corp., Hoboken, N. J. <sup>1</sup> Numbers in parentheses refer to bibliography appended,



Becker micro-balance used in the odor transmission test.

of either of the following three alternative ways.

A. By supporting a disc over a shallow cup in the

manner commonly used for water-vapor tests.

B. By mounting a test disc in apparatus designed for registering small pressure changes such as those described by Shuman (4) and by Mark and Aiken (5).

C. By mounting multiple sheets of test material in parallel according to the method described by Dr. Davis of Marathon Corp. (6).

Apparatus used for testing the transmission of vapors.



In view of the relatively low vapor pressures involved in saturated vapor, the conventional mercury manometer or McLeod gauge used by the references cited would probably be entirely inadequate. Although micro-pressure gauges are available for operating in very much lower pressure regions, the practical application to the study of odor permeabilities through cellulosic materials would involve refinements of technique prohibitive in character. The simple cup method could be used to observe loss in weight of the test cell, employing a micro-balance. As indicated in Table II, the minimum amount of vapor loss detectable in this particular case would be of the order of 0.01 mg.

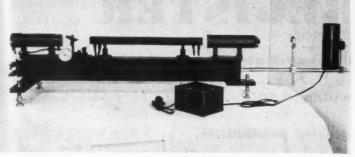
The most promising method for mounting the specimen in the author's opinion is that of the Marathon test procedure. In this case some means would have to be provided for detecting the organic vapor in the sweep gas. The method could conceivably be based on the use of a cold trap to condense the vapor accumulated after a reasonable time interval, followed by evaporation of the condensate into a limited gas volume and quantitative estimation of the vapor content by a suitable physical or chemical procedure. Some of the alternative physical methods are indicated in Table II. The sensitivity of the micro-balance method can be improved by a factor of about three if the vapors are passed over a platinum or other suitable catalyst whereon combustion to carbon dioxide and water vapor could be carried to completion. Absorption of the carbon dioxide and water in the conventional way could be made the basis of a micro-gravimetric method. However, painstaking precautions would be necessary to equilibrate hydrophilic packaging materials so that the water vapor produced by combustion of the organic vapor would not be contaminated by water redistributed from the test sheet.

One of the methods which promises a high degree of sensitivity is that involving measurement of the refractive index of low concentrations of organic vapors in air by means of the gas interferometer. Use of this instrument has been described for measurement of hy-

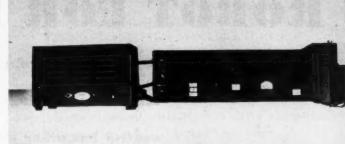
TABLE I—A FEW ODORS AND VOLATILE FLAVORS

	Vapor pressure	Parts per million by volume	
	(20 deg. C.) mm.	In satur- ated air	Detectable by odor in air
Vanillin	0.006	7	$7 \times 10^{-5}$ to $3 \times 10^{-5}$
Citral	0.1	130	
Benzaldehyde	0.82	1,080	
d-Limonene	1.2	1,600	
Butyric acid	1.0	1,300	
Heptaldehyde	2.5	3,300	
Allyl mustard oil	2.54	3,350	
at 20 deg C. (68 deg. F.		23,200	
Water { at -17.8 deg. C. (0 deg.		,	
F.)	0.94	1,240	*********

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Rayleigh gas interferometer.



The Beckman ultra-violet quartz spectrophotometer.

#### TABLE II-MINIMUM AMOUNTS OF VAPOR DETECT-ABLE BY VARIOUS MEANS

	Mg.	Cc.*
1. Microbalance		
(a) Loss in weight of test cell	0.01	0.0014
(b) Gain in weight of absorbent	0.01	0.0014
(c) CO <sub>2</sub> + H <sub>2</sub> O by combustion	0.003	0.0005
2. Gas interferometer	0.02	0.0028
(100 cc. total carrier gas vol.)		
3. Spectrophotometer		
(Ultraviolet, $\log E = 4$ )	0.20	0.028
(Ultraviolet, $\log E = 5$ )	0.02	0.0028
4. Polarimeter	2.00	0.2800
$(d-limonene, \alpha_D = 125)$		
5. Refractometer (for liquids)		P
6. Microtitration (or colorimeter)		P
7. Micropressure gauge		
(probably not applicable)		

<sup>\*</sup> Assuming vapor density averaging 7 mg./cc.

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drogen permeation of balloon fabrics (7). The instrument is capable of detecting a difference of two parts in 100,000,000 in refractive index. Unfortunately, refractive indices are not readily available for any of the compounds listed in Table I. A few compounds of similar type for which refractive index data are availtectable by the gas interferometer. As indicated by the table, this method appears to have distinct possi-

able are listed in Table III, together with an estimate

of the minimum concentration in p.p.m. by volume de-

TABLE III—VAPORS OF KNOWN REFRACTIVITY

	Refractive index $(N-1) \times 10^6$	Minimum parts per million by volume in air detectable by gas interfero- meter	Corresponding partial pressure in air at 1 atm., mm.
Acetaldehyde	811	37	0.028
Chloroform	1.464	17	0.013
Methylpropionate	1,477	16	0.012
Benzene	1,820	13	0.010
Air	277		
Water vapor	252	790	0.60
Hydrogen	139	175	0.13

bilities for packaging materials of suitable high refractive index.

Absorption of water from the sweep gas in a suitable solvent, such as alcohol, in a cold trap, opens up the possibility of estimation by ultra-violet spectrophotometry. The sensitivity of this method depends entirely on the extent of ultra-violet absorption by the particular compound selected. This property is expressed by the so-called molecular extinction in the region of peak absorption. Quite a large number of compounds are known for which the logarithms of the extinction approximate four and a few may show values as high as five. The corresponding sensitivity in mg. of organic vapor for these two cases is indicated in Table II. It is also possible to measure the ultra-violet absorption by vapor as such in air. An instrument and method for detecting as little as 1 p.p.m. of toxic gases in air has been described by Klotz and Dole (8).

In the case of optically active compounds such as limonene, absorption of the vapor in alcohol opens up the possibility of estimation by means of a polarimeter. As indicated in Table II, the maximum sensitivity possible by this method is not very high.

Final selection of a test procedure is dependent on a knowledge of what analytical sensitivity is needed, which in turn requires an answer to the question: What degree of permeability is tolerable for a given product? Such questions can be answered only by surveying the well known vapor barriers, such as glassine and cellophane, by a number of alternative methods and correlating the results with known performance of these packaging materials. Only by means of such tentative correlation will it be possible to show the extent of the vapor leakage, which a laboratory test will be expected to evaluate.

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# ROBOT FOR REGISTER

A mechanical brain that anticipates error and holds high-speed multicolor printing within 0.001-in. limits; servo-mechanism control has other packaging possibilities. by JOHN W. LUDWIG\*

During or after the war most engineers and executives interested in control became familiar with the large and complex computers at Massachusetts Institute of Technology, the University of Pennsylvania and Harvard.

These computers, with their ability to solve problems encompassing many variables, have been and will continue to be very helpful to science and industry and it is expected that even larger and more flexible machines will be seen in the future.

Perhaps the outstanding industrial feature of such equipment is its ability to "think" much as a trained operator thinks. The operator anticipates changes in the process under control from experience and introduces corrections in time to prevent the state of the process from leaving the control point by a large amount. Computing equipment with rate and acceleration elements has this same anticipatory feature. It sees a rate of accumulation of error, or even its derivative, and begins corrective action long before the process has left the control point by an appreciable amount.

These large mathematical computers are not suitable, however, either from a cost or equipment standpoint for the great and ever-increasing number of industrial control problems. Equipment which to a limited extent can perform their functions (and which would be practical from a cost and equipment standpoint) would be very valuable—particularly at present when increased productivity with higher quality from the existing plants is currently engineering problem number one.

#### **Ideal industrial control**

What might be general specifications for industrial control equipment are listed below:

- 1. It must be infinitely superior in function to manual control on a cost and/or quality of product basis.
- 2. It must give long periods of service with little attention.
- 3. It should not require special, on-the-job maintenance personnel.
- 4. It must be rugged, so as to stand general factory use.
- 5. In a large number of instances it must be explosion proof and/or oil proof.
- 6. By and large, it must be fairly high power (for control) equipment, say 1/2 to 50 h.p.
- 7. It must not set up unexpected stresses in the machines to which it has to be attached, that is, ac-

celerations necessarily must be accurately controlled

- 8. It must function under the vibration conditions of the equipment it is controlling.
- 9. Preferably, it should be custom built to the job, of standard components, so as to make service and replacement easy.

#### Electronic-hydraulic system

It is the writer's opinion after six years' experience in several fields with this type of equipment that items 1 and 7 of the above specifications can be satisfied by the correct design of the electronic amplifier, signalling system and hydraulic control valves. All the other items can, in general, best be met with a combination electronic-hydraulic system.

By combining electronic and hydraulic means, it is possible to use low-power electronic equipment (usually without gas tubes in the control circuits) whose components are well standardized, long lived, reliable, easily obtained and relatively inexpensive.

Hydraulic final actuating elements offer the advantages of high power with low inertia and small size, rapid response and intrinsic explosion proofing and oil proofing.

Delays which occur in the hydraulic system can be largely compensated in the electronic equipment. The electronic stages are flexible in that their performance can be varied without the necessity for major mechanical changes.

To provide for variations in working conditions after installation and changes in component characteristics with time a control system should satisfy certain mathematical conditions, well known to servo and feed-back amplifier design engineers.

#### Application of "error anticipation" control

The preceding material has been a general discussion of the requirements to be met by industrial controls. The remainder will be devoted to a description of how these requirements have been embodied in one control soon to be tested commercially.

The problem was the design of running register controlling equipment that would enable a multicolor, rollfed, rotogravure printing press to be stepped up in speed from 300 ft. per minute to 1,000 ft. per minute and keep the register accuracy from 0.000 in. to  $\pm 0.001$  in. The control would drive into the press through a planetary gear system with a reduction of approxi-

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<sup>\*</sup> Vice president, Electronic Control Corp., Brooklyn, N. Y.

mately 800-1 and had to be capable of continuous rotation in either direction.

Inasmuch as it would operate in an explosive atmosphere, an additional requirement was that it meet the Underwriters' Laboratories requirements for equipment in hazardous locations, Class I, Group D.

Additional requirements were that: (1) The control have a minimum of oscillation to prevent excessive wear on the printing cylinder. (2) The corrective action should not take place so rapidly that excessive stresses would be set up in the paper, metal foil, cloth, etc., web being printed. (The "web" is the actual material being printed, not a conveyor for the material.) (3) Cost be comparable with existing controls.

The limits of automatic control were to be from 100 ft./min. to 1,000 ft./min. web speed. It was interesting to note that the problem of control became easier as the speed increased. If it had been possible to ignore such factors as web strength, press design, ink-drying speed, ink-flow characteristics, etc., the maximum web speed could have been increased several times without decreasing the effectiveness of the control. The printing cylinder was 7 in. in diameter, thus the r.p.m. of the press varied from 54.5 to 545.

Measurements and calculations determined the inertia and friction torque characteristics of the press. The torque of the actuating element necessary to introduce the maximum correction in the time decided—approximately 0.15 sec.—figured out to be approximately 25 lb. in. This relatively high torque requirement, coupled with the high speed of response needed, lead early in the design to the choice of piston-type hydraulic motors for the actuating element.

The problem of controlling electronically the power required for an electric motor developing the above stalled torque would present certain difficulties because of (1) the need for high speed of response, (2) the desirability of eliminating gas tubes in the control circuit,

(3) the equipment's explosion-proof characteristic.

The hydraulic motor, a Vickers MF-12-2, is controlled by an Askania standard regulator which is stroked by a Diehl 2 phase motor type FPE-49-10 with a positive coupling, whose rotor is allowed to turn only  $\pm 1$  deg. The electronic amplifier controls 1 phase of this motor and the power requirement is 25 volt-amperes. This power is easily handled with components of the radio and telephone class and that is what was used.

Hydraulic power was furnished by a standard Vickers unit comprising a vane pump, explosion-proof drive motor, reservoir and relief valve. The system pressure was approximately 200–250 psi.

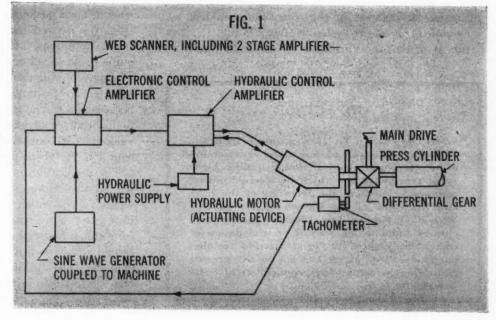
With the exception of the scanning head, all apparatus was immersed in oil—the electronic components in transformer oil and the hydraulic components in their own oil supply. All connections to the press and between units were made through oil- or pitch-filled tubing. Necessary controls were brought out above the oil level in all units or were accessible from above the oil with screw drivers or wrenches. The scanning head was made to meet the requirements for air break explosion-proof gear.

The control amplifier is a D.C. amplifier whose output is used to modulate the 60-cycle supply voltage for the control phase of the torque motor through a phase sensitive modulator.

The input to the amplifier is the error voltage which has been obtained by sampling the voltage generated by the permanent magnet generator coupled to the printing cylinder at every register mark interval. The voltage on the sine wave at each sampling instant is "clamped," then filtered into a smooth wave which serves as the input to the control amplifier. This error signal is differentiated to reduce dynamic errors and integrated to reduce accumulative errors.

Tachometer feed-back, proportional to the r.p.m. of the correction motor, is used to check that the correction

Schematic diagram illustrates the principles of the electronichydraulic system of register control on high-speed presses.



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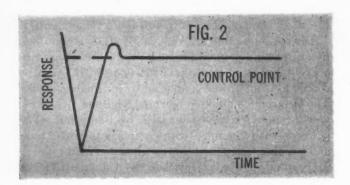
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Graph shows how high accuracies can be maintained.

motor is faithfully following the designed function of input signal. An induction generator geared to the hydraulic motor furnishes this feed-back.

#### Correction within span of single oscillation

In this system it is generally possible to achieve high accuracies with a response of the character shown in Fig. 2, where the initial overshoot is of the order of 10% and the oscillation damps out in one oscillation.

The time to introduce a correction should the web be subjected to a step function between register marks, rather than the usual error change, would, of course, be greater, but it would still be shorter than could be accomplished by manual control (which to date has been the most universally satisfactory method) since the control will see the error at the next printing station and will start correction immediately rather than wait until the affected section of the web has already left the printing press.

#### **Constant performance**

The gain of the control amplifier and its frequency characteristics are fixed to assure constant performance of the control even though the operating conditions change. In the present case an ample margin of stability does exist provided the delays in the hydraulic system are compensated and provision for such compensation is included in the electronic amplifier. A schematic of the entire system is shown in Fig. 1. Provision is made for returning each roll individually to

#### THE AUTHOR

Mr. Ludwig, M.I.T., '41, spent five years in the U. S. Navy in charge of design and construction of electronic, mechanical and hydraulic high-speed computers, for which he received official commendation from the Secretary of the Navy and the Chief of the Bureau of Aeronautics. With F. D. Palmer, Inc., Chicago, package machinery builders, he worked on the design of computers adapted to Naval aviation training purposes—all of which has led to his present pioneering in commercial application of computers.

manual control if the error signal from that roll exceeds a pre-set value for more than a given time, thus indicating that that control is not functioning properly.

#### Labor upgrading effect of control

According to recently published government statistics, labor in the printing trade is the highest paid labor group in the country, with an average weekly pay check of \$60 based on \$1.58 an hour for a 38-hr. week.\*

Interestingly, a control such as the one described has an upgrading effect on such highly skilled labor. A pressman's production is tripled and he is removed from a negative, routine task—register control—and applied to more technical ones such as ink color and flow, drying, printing pressure, etc. In this way his position becomes more important and more productive.

#### How this control differs from others

This control differs from others in these ways:

- 1. Checks the error magnitude instantaneously rather than summing a constant signal over a time interval to get the error signal.
- 2. Incorporates derivative and integral modification of the error signal, as well as derivative feed-back.
  - 3. Uses no gas tubes.
- 4. Uses hydraulic actuating elements in order to get explosion proofness, high torque, small size and low inertia.
- 5. Completely oil immersed—all electrical elements except pick-up head (which is air-break explosion proof) are covered with oil.
  - 6. Has no relays in control circuits.
- 7. Control response is specifically engineered to the physical characteristics—friction torque and moment of inertia—of each machine to which it is attached.

#### Application in packaging

While the control has been described as applied to multicolor printing, the same equipment can be used to control web position in any number of applications. The close control possible should prove beneficial in such fields as packaging, where the deviation of the web from the desired register can be kept infinitesimally small continuously, thus avoiding a stopping in the machine cycle to allow for setting the web periodically. Web tension will also be kept more constant—an important feature in handling materials such as cellophane and plastics. The general adaptation of the control to high-speed packaging must wait, of course, for the development of continuous flow machines rather than the cam and lever type now used in most installations.

The application of the control in the printing field will result in more material, such as labels, being rewound in rolls rather than cut into sheets as is now done in a great many cases. Thus packaging will be done from rolled material rather than from cut sheets which should result in faster, smoother, more accurate machines. The rolled material will also be easier to handle and less liable to injury than the cut sheets.

JUN

<sup>\*</sup> Monthly Labor Review, Vol. 64, No. 3, March, 1947, p. 444.



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# Questions and Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

#### Art objects in transparent packages

QUESTION: I have suggested to one of my clients who is about to produce a new line of very fine porcelain objects of art, that he consider the advisability of using some sort of a transparent individual package. My questions are:

1. To your knowledge, is this now being done and with what success?

2. Would you suggest some names of manufacturers of this type of package with whom I can communicate with a view to selling my client on the idea?

ANSWER: We do not know of any specific use of transparent containers for the packaging of porcelain or ceramic materials, but there is no reason why such a container would not be entirely satisfactory.

The final cost in the construction of such a transparent container would depend upon the size, the weight and the construction of your client's product, but it should be possible in the proper design to obtain a rectangular or cylindrical container. We are sending you under separate cover a list of manufacturers of rigid, transparent containers. This list was taken from the *Modern Packaging Encyclopedia*. It is suggested that you get in touch with some of these manufacturers, give them complete information concerning your client's product and markets and they will be able to advise you on all the details you will need.

#### Foil-lined cans for frozen foods

QUESTION: We are assisting in the manufacture of a container made from aluminum foil which is spirally wound in a cylindrical paper container with foil lined bottoms set in and with slip cover. We plan to offer these foil-lined cans to all makers of frozen foods—for instance, mince meat. Another item under consideration is honey, which has a high moisture-vapor absorption. The foil supplied is also clear lacquered to eliminate all traces of oil. Information on further uses would be appreciated.

ANSWER: The container which you describe looks interesting for frozen food use. It is suggested, however, that the manufacturer give careful consideration to the construction and adhesive used to adhere the cap to the body, the construction of the end caps, as well as the adhesive and construction of the spiral seams and overlap of the foil.

The end caps, since they are usually punched out or otherwise formed, can be much less protective than the body and it is important to be sure that this degradation, as well as the seams or joints, does not allow any excessive loss of moisture. Most frozen foods contain some free water, juices or serum and these latter materials are extremely active in penetrating unsealed joints and softening aqueous adhesives. If such penetrating or softening occurred before freezing, there would be a distinct possibility that the expansion resulting from freezing might cause splitting or lifting of either the foil liner or the seams. Some of the specific products you have mentioned would particularly cause these effects.

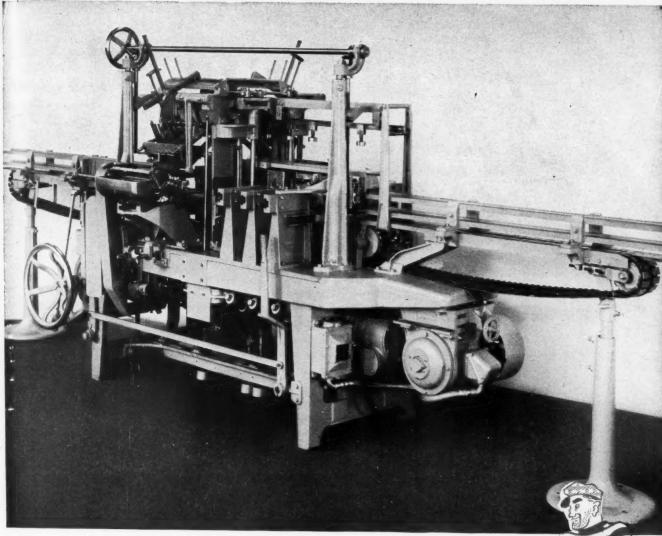
Apparently you contemplate the packaging of honey in this container which is not marketed frozen, which means you consider using this package at normal temperatures for a product containing liquids. This should only be done after complete laboratory and field tests to determine if the method of construction and the materials used are capable of carrying and preserving this product properly. The fact that the foil is lacquered is, of course, a benefit as far as corrosion goes, but does not necessarily help in preventing any of the effects described unless the lacquer were heat sealing and the construction was such that advantage was taken of this.

#### Cap liners for drug products

QUESTION: Our manufacturing facilities will shortly be set up for manufacturing and packaging several drug specialties. It will greatly be appreciated if you can forward sources of supply and any information pertaining to a paper-coated or plastic inner liner which will prevent contents from remaining on lid when jar is opened.

ANSWER: It is not possible to specify a particular type of liner for the various drug products which you contemplate packing. It is suggested that you contact a number of companies manufacturing plastic disks or cap liner materials and obtain from them samples which you can test in your own laboratories to see if they meet your requirements. Only by testing a large number of materials in direct contact with each of your products can you be sure of obtaining liners which will be satisfactory in not adhering to the lid and otherwise performing as you desire.

JUNE



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Cylinder sizes range from 2 to 12 inches in diameter, from one-half to twenty-one inches in width, and in any desired thickness. Precise machining and expert engraving eliminates *all* make-ready problems.

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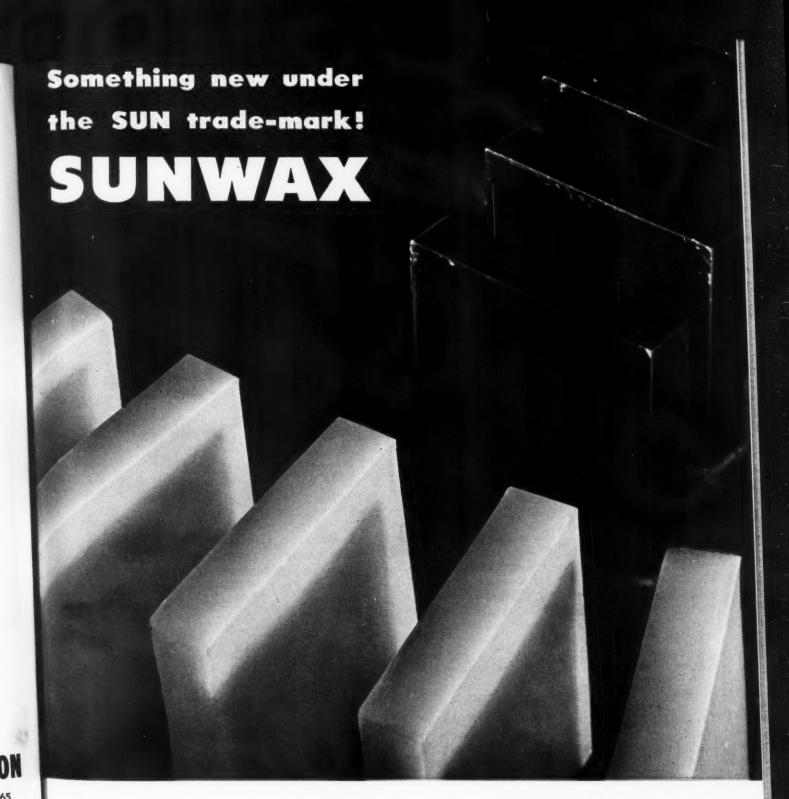




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# Equipment and Materials

#### MACHINE CLOSES MESH BAGS

Bostitch, Inc., Westerly, R. I., in cooperation with Bemis Bro. Bag Co., St. Louis, has developed an automatic stapler for closing mesh bags. This development eliminates the time-consuming hand-tying operation and therefore speeds up

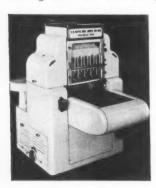


packaging output. The unit in the accompanying illustration is installed at the Fosgate Growers Cooperative in Orlando, Fla., where operators after filling the open mesh bags hang the bags of citrus by their drawstrings on hooks attached to a conveyor. Suspended in this manner, the filled bags pass by the stapling machine which automatically fastens the drawstrings securely. After being closed, the bags drop to a conveyor belt which carries them directly into the railroad car.

#### AUTOMATIC TABLET BOTTLING MACHINE

The U. S. Automatic Box Machinery Co., Inc., Roslindale, Mass., has developed a new Model TM automatic tablet bottling machine designed to handle a wide range of tablet and bottle sizes. It automatically counts a predetermined number of tablets into bottles in quantities from 12 to 300 at a speed up to 120 filled bottles per minute, the makers state. It will handle bottles from 1 in. to  $2^1/_4$  in. in diameter and up to 5 in. in height.

A single operator loads empty bottles onto a segmented feeding table and all subsequent operations are automatic.



As the bottles reach the filling station, tablets are fed from the hopper, on top of the machine, down individual chutes equipped with specially designed segmented wheels which count the proper number of tablets into each bottle. The filled bottles are discharged onto a conveyor which carries them to the next operation. Changeover for accommoda-

tion of various bottle sizes is effected simply and rapidly, it is said, by a change of gears and adjustment to correct bottle size on the feeding table. Tablet counts are easily set by changing two conveniently located gears.

#### PLASTIC CYLINDER BEADER

A rotary cylinder edger for continuous automatic beading or finishing of one or both edges simultaneously has been announced by Hulbert Engineering Corp., Watertown, Wisc. This machine accommodates a wide range of sizes with simple adjustments. Cylinders ranging from 2 in. to 10 in. in diameter and from 1 in. to 15 in. in height can be handled in a continuous rotating cycle. The standard machine handles

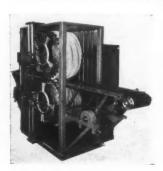
materials in gauges from 0.005 to 0.020 in. The beading is done uniformly and accurately by electrically heated, camactuated die plates in four stations as they are rotated about a central column. Cylinders are held externally by rigid aluminum grips specially designed so as not to scratch or mar the product. As many as 10 different diameters of beading grooves may be cut in each of the die plates. Floor space of the machine is 4 by 6 ft.



#### PLIOFILM-WRAPPING MACHINE

Illustrated is the preliminary model of a new machine, the "Stretch-Paker," developed by Stokes & Smith Co., Philadelphia, for Pliofilm wrapping of food products such as meats, fish, fruits, vegetables, as well as a large variety of objects.

Pliofilm in widths up to 16 in. is used. After the webbing is heated, it is firmly held and stretched by grippers. Objects to be wrapped pass between two rubber-faced flexible hollow wheels, inflated to any desired degree. A flexible, continuous brush in coil form surrounds the rubber surface of both wheels,



moving with it and at the same time pressing down the Pliofilm around the objects and removing the air pockets. An important feature is the vacuumizing of the packages by means of pipes which project between the film about the object, withdrawing any air which may have accumulated as the object is being wrapped.

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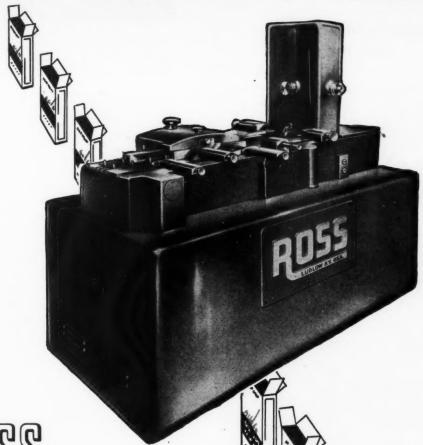
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JUNE

#### NEW SHIPPING CONTAINER FOR PRODUCE

The "Tray-Crate," a shipping container which consists of lightweight corrugated trays and a wirebound outer sleeve, developed and patented in 1941 by the Tray Crate Co. of

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AGING

can reduce your costs
speed your packaging
eliminate manual setting up of cartons

This ROSS Semi-Automatic Cartoning Machine sets your carton up, and tucks one end ready for hand loading or hand filling on any semi-automatic filler now in use. The ROSS machine can also discharge the carton in an upright position to belt conveyor feed of automatic filler.

The ROSS machine is built of standardized precision parts made to close tolerances. All moving parts are self-oiled. Speed, versatile adjustability through ROSS precision dial controls allows carton size changes to be made within five minutes without the substitution of interchangeable parts. The Master Speedranger gives speeds from 40 to 120 a minute or greater.

Additional ROSS features include

PRECISION PARTS . SELF OILING . DIAL CONTROL VERSATILE ADJUSTABILITY . MASTER SPEEDRANGER



A DE ROSSINC.

NG MACHINERY · LUDLOW, KY.

A. H. Ross Co., Inc., Ludlow, Ky.

Gantlemen: Please send me without obligation, Catalog and Data on ROSS Automatic and Semi-automatic Cartoning Machines.

COMPANY

NAME

STATE

JUNE 1947



One of the advantages of Lusteroid vials and tubes is the savings on labeling costs. There are no labels to affix because your name and sales message can be printed as an integral part of these modern plastic containers. What's more—there never can be any doubt of the contents because this identification is on to stay.

Lusteroid's light weight effects savings in packaging and shipping, too.

Other advantages include protection with visibility and brilliant coloring. Sizes from 1/4 to 11/4 inches in diameter and lengths up to 6 inches. Cork, slip-on and screw-cap closures. Write for complete details.



#### Equipment and Materials

(Continued)

San Francisco, Calif., is being made available now that there has been an easing in the materials situation. It is already being used for the shipment of pre-packaged tomatoes and is



expected to find wide usage in the shipment of lettuce and other perishables, such as berries.

This container, it is claimed, offers maximum ventilation and refrigeration and combines maximum strength with minimum weight and cost. The

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corrugated trays are delivered flat to the shipper and are readily set up with a stapling machine. The extra end support folds in on score lines and fits down into the right angle fold formed by the bottom and the end to make a tray of exceptional rigidity. The tiers of trays are rigidly locked and clamped into position by the wirebound outer sleeve, which is supplied with either two or three slats to correspond with the openings between the trays, thus affording maximum ventilation. Advantageous to the shipper because of its light weight, it offers advantages to the dealer in that it is easy to handle and merchandise is arranged for convenient stacking or display.

#### NEW METAL SCREW CAP

Thatcher Glass Mfg. Co., Inc., Elmira, N. Y., in addition to supplying glass and vacuumizing machinery, now offers glass packers a new lithographed metal CT screw cap with full rounded "V" type threads said to eliminate wedging and jamming. The liner is made with resilient backing pad and vinyl facing.

#### SCREW CAPPING MACHINE

A single-head, fully-automatic screw capping machine which will handle all types and sizes of bottles and jars, as well as tin cans, at a rate of 60 containers per minute has been announced by the Tite-Cap Machine Co., New York. Caps



may be of metal or plastic, Amerseal or Duplex, with the output reduced according to needs by means of an adjustable speed arrangement. Operated in a straight line, the machine has several noteworthy features among which are: an extra large hopper for caps, thus insuring an adequate supply with a minimum of attention; adjustable tension device which controls the tightening of the caps; easy and quick changeover means for bottle holders and timers.

#### SECTIONALIZED CONVEYOR

Horne Machinery Co., Inc., San Francisco, announces a tabletop conveyor designed to handle containers of all types and sectionalized for convenience in installing, dismantling and re-arranging. Built in 5- and 10-ft. sections, bolt plates join the sections to form any desired length or meet specific needs. It has several exclusive engineering features, the makers

JUNE

# YOUR CHOICE

FOR BETTER WRAPPING

Buyers' Day is here . . . better and more efficient wrapping is a "must." Your packages should not only protect but also attract. For you the Hayssen Wrapping Machine will do an excellent job of wrapping your cartons with plain or printed overwraps. Seals

are firm; wrapping costs are low; many sizes can be accommodated; the Hayssen Electric Eye centers printing, thereby permitting greater flexibility in design; and the operation can be easily supervised by a girl attendant. Write the factory now to obtain complete information. An outline of your requirements will bring specific recommendations at no cost to you.

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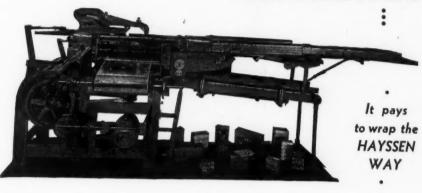
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AGING

HAYSSEN MFG. COMPANY, Sheboygan, Wis.

HAYSSEN WRAPPING MACHINES



HAYSSEN WRAPPING ELECTRONIC CONTROLLED MACHINES







means the finest decoration on your glass, plastic or metal container —

real means unlimited production facilities —

real we means an expert technical staff to solve your printing problem.

Creat WE 200 VARICK

PRINTMAKERS, INC.

200 VARICK STREET, NEW YORK 14, N.Y. . WALKER 5-6300 SURFACE DECORATORS FOR THE PACKAGING FIELD

In Canada: 2424 Yonge Street, Toronto, Ontario

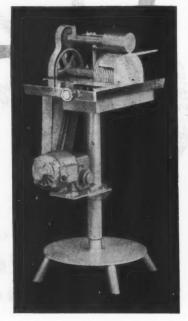
JUNE 1947

161

### **DUBIN HI-SPEED GLUER**

40-50 CARTON FLAPS UNIFORMLY GLUED PER MINUTE

WITH the new Dubin Hi-Speed Carton Flap Gluer, you can apply a uniform glue film as fast as you can feed the machine. Gravity controlled platen roller automatically conforms to flap thickness up to %". Adjustable height. Easily moved. Requires no bolting. Any type of cold water glue can be used. Occupies but a 20inch square. Automatic safety stop. Low in cost and easy to maintain.



WRITE TODAY

## DUBIN

CORPORATION

2500 SOUTH SAN PEDRO STREET . LOS ANGELES 11, CALIFORNIA

# 3 Famous Lines

## IN THE PACKAGING FIELD



A complete line of packagings serving the Hosiery and Textile Industries, including chemically-neutral in serts, embossed glassines, cellophane envelopes.

"Beauty-Pak your products"



SPECIALTY PAPERS

Hot-melt coated and/or laminated, papers, cellophane, films, etc. Line includes laminated greeting card, lamp shade and functional papers; heat-seallabel papers; Pak-Safe frozen food papers; decorative wrapping and resale items such as plastic-coated shelf paper.

"Milgate, your assurance of quality"

A complete line of wrappings, bags, envelopes and boxes, in cardboard, pliofilm laminated papers, etc., for all food packagings including frozen foods. Stock or original packagings.

"Be Sure with Paksure"



Packaging Division 784 Public Ledger Building
E. W. Twitthell Incorporated Philadelphia 6, Pa.

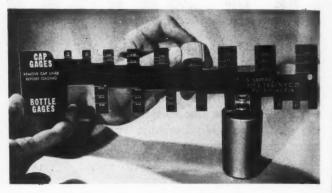
#### **Equipment** and Materials

(Continued)

claim, such as a renewable steel liner under the table top conveyor belt; complete adjustability for packages 1 to 7 in. wide. The company reports it is in a position to make prompt delivery.

#### CAP AND BOTTLE GAUGE

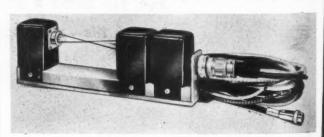
By simply fitting the cap or bottle into the slot which affords the snuggest fit, the gauge illustrated aids the user in determining the correct size and Glass Container Assn. finish of



both cap and bottle. The gauge, made of laminated cloth base phenolic, is available from Stanley Sapery, New York. On large orders, it can be supplied with individual company name imprint.

#### COUNTER ACTUATOR

Potter Instrument Co., Flushing, N. Y., has announced a new photoelectric actuator in connection with its high-speed predetermined electronic counters for counting pills, buttons, watch screws, hardware, etc. Heretofore, objects such as these, because of their small size, light weight and irregular shape, could not be accurately counted at high speeds. The Model 600 photoelectric actuator provides the negative pulses



required for operation of the company's electronic counters and is designed to detect objects at rates up to 30,000 per minute. The actuator has a beam approximately  $^{1}/_{16}$  in. wide and will respond to changes in light level as small as 20%, it is said. Since complete interruption of the light beam is not required for normal operation, it is claimed that objects as small as ten-thousandths of an inch have been counted with absolute accuracy.

#### DECAL FOR PLASTICS

"Plastical," a new type decalcomania specially designed for application on plastic surfaces has been announced as generally available to the trade by the Christman Engraving Co. Battle Creek, Mich. Its manufacture was begun during the latter part of 1945 and since then tests have proved, the company reports, that it adheres to (Continued on page 188)

# Veloursheen

looks good feels good sells goods

Veloursheen—the sensational new display packaging material not only stops the buyer's roaming eye, but packs a double sales punch by appealing to his—and especially her—sense of touch.

AVAILABLE IN THREE WRIGHTS
DRAPING BOX BOARD
(shown)

20 SALES-TESTED COLORS FOR ALL SEASONS

Write for Samples

BULKLEY, DUNTON & CO.

295 MADISON AVENUE, NEW YORK 17, N. Y. CHICAGO 14, 2635 S. Wolson Ave. - 105 AMRIES 13, 130 W. etc St.

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## FIELD AND LABORATORY RESEARCH SOLVED AN UNUSUAL PROBLEM

About a year ago, an Armstrong customer came into our offices with an interesting problem.

"Why should a few jars of our product turn rancid in dealers' stores, while other jars, from the same fill, in the same lot, and in the same stores, remain all right?" he wanted to know.

After extensive research in Armstrong laboratories and in the stores in question, our laboratory reported: "Your trouble was caused by the way a few packages had been displayed. We found that in these stores window displays had been made where some of the packages were exposed to excessive heat.

"Your product contains a fatty constituent that is abnormally sensitive to heat from any source. Regardless of the type of container you use, if your customers will store your product in the warehouse, and display it on shelves where it will not be subjected to excessive heat from any source, you won't have further trouble."

Our customer decided he wanted the advantages of flint glass containers for customer appeal. He printed directions for the display of his product on the shipping containers. Complaints ended there.

Your glass packing problems may be very different from this one. But no matter what they are, whether chemical, engineering, production, legal, or package design, you can always be sure of getting the best professional service from Armstrong's unusually large and well-staffed service departments.

For full information about any of Armstrong's glass or closures, call your Armstrong representative.

Or write direct to Armstrong Cork Co., Glass and Closure Division, 6506 Prince St., Lancaster, Pa.







## Plants and People

Kimble Glass Div., Owens-Illinois Glass Co., Vineland, N. J., announces the appointment of Stanley J. McGiveran as general sales manager, Maxson A. Eddy as director of manufacturing and K. M. Henry as chief engineer in





M. A. Eddy S. J. McGiveran

charge of research and development. Mr. Mc-Giveran formerly served as vice president and general sales manager of the Owens-Illinois Can Co., Mr. Eddy as vice president and general manager of Kimble Glass Co. and Mr. Henry as chief engi-

neer of Kimble Glass Co. Mr. McGiveran and Mr. Eddy have also been elected vice presidents of Owens-Illinois. Kimble plans to operate all the present Westwood facilities now occupied by the closure division of Owens-Illinois in Toledo when that division moves to its new plant in St. Charles, Ill.

Owens-Illinois also announces the purchase of the Joseph Kiser frozen food plant, San Jose, Calif. The plant will manufacture metal and plastic jar and bottle closures, under the direction of M. O. Drury, closure plant manager at San Francisco.

Monsanto Chemical Co., St. Louis, announces that parts of its Texas City styrene plant, virtually demolished in the recent explosions caused by the ignition of a shipload of ammonium nitrate in the Texas City bay, may be in operation in six months. Under normal conditions, with no delay of materials, President William M. Rand says, the entire plant could be rebuilt within 18 months. Meanwhile, Monsanto is attempting to find unused wartime styrene facilities which it may operate on a temporary basis.

Monsanto's plastics division, Springfield, Mass., announces several personnel changes: F. A. Abbiati is now general manager of the division; James R. Turnbull succeeds Mr. Abbiati as general manager of sales; Charles Lichtenberg succeeds Mr. Turnbull as assistant general manager of sales; Robert K. Mueller becomes assistant production manager; Kenneth M. Irey is now plant manager of East and West plants; W. T. Dickens becomes assistant plant manager of both plants and James C. Brunner is now assistant sales manager for packaging materials sales of the plastics division.

The Hobar Corp., organized by John Hoch and Len Baron (formerly of Victor Metal Products Corp.), has been established at 2526 N. 32nd St., Milwaukee, for the manufacture of molded plastic caps.



R. D. Vickers

R. D. Vickers is now Eastern sales manager of the Cochran Foil Co., Inc., Louisville, Ky., heading the recently opened New York sales office of the organization at 527 Lexington Ave. Formerly Mr. Vickers was technical sales representative for the chemical products division of the Goodyear Tire & Rubber Co.

Ennis P. Whitley, formerly director of sales, is now vice president for distribution of The Dobeckmun Co., Cleveland, converters, printers and laminators of films and foils.

The New York sales office of **The Dobeckmun Co.** has moved from 500 Fifth Ave., to the Fisk Building, 250 W. 57th St.

Henry E. Weingartner has been elected a director and assistant secretary of Arabol Mfg. Co., New York, makers of adhesives. All other officers of the firm have been reelected.

Noah W. Bryant, formerly with the Bryant Paper Co., Kalamazoo, Mich., is now a director and vice president of Genesee Valley Paper Co., Inc., Rochester, N. Y.

Western Products, Inc., Newark, Ohio, converter of laminated and coated metal foils, transparent films, fabrics and paper, has appointed Hopkins, Schoolcraft Co., San Francisco, to handle plastics and packaging and Northwest Paper Sales Co., Portland, Ore., to handle packaging in Washington, Oregon and part of Montana.

Sun Chemical Corp. announces the purchase of Electro-Technical Products, Inc., manufacturers of bottle cap liners, rubber separator cloth and electrical insulation, with plants in Nutley, N. J., and Los Angeles. The firm, to operate as a division of Sun Chemical, will be directed by Robert S. Robe as president.

Sun Chemical also announces that the offices of George H. Morrill General Printing Ink Div., in Chicago, have been moved to 42 N. Racine Ave.

National Can Corp. announces the opening of a new sales office located in the Champaign Bldg., 37 S. Wabash Ave., Chicago.

St. Regis Sales Corp., New York, announces the opening of a multiwall paper bag sales office in Louisville, Ky, under the direction of Charles C. Keefer.

Atlas Imperial Diesel Engine Co., Oakland, Calif., has purchased the Continental Can Co. plant at Fullerton, Calif., according to R. J. Miedel, president of Atlas Imperial. With plans to initiate the manufacture of canmaking machinery and canning machinery, as well as sanitary tin cans, the firm has designed and developed a complete line of can-making machinery and plans expansion to other plants in California. Already in operation is a can plant at Hayward, Calif.

Bernard R. Schneider has rejoined the L. Chambon Corp. New York manufacturers of rotogravure and letterpress equipment, as chief engineer. He is responsible for many improvements in automatic machinery and printing presses.

Columbia Can Co., manufacturer of plain and lithographed cans, has moved from Long Island City, N. Y., to new and larger quarters at 315–317 Wyckoff Ave., Brooklyn.

Kimberly-Clark Corp., Neenah, Wisc., announces the following changes in its creped wadding sales division:

James E. Kirk has been transferred from Atlanta to the Chicago office, where he will continue as sales representa-

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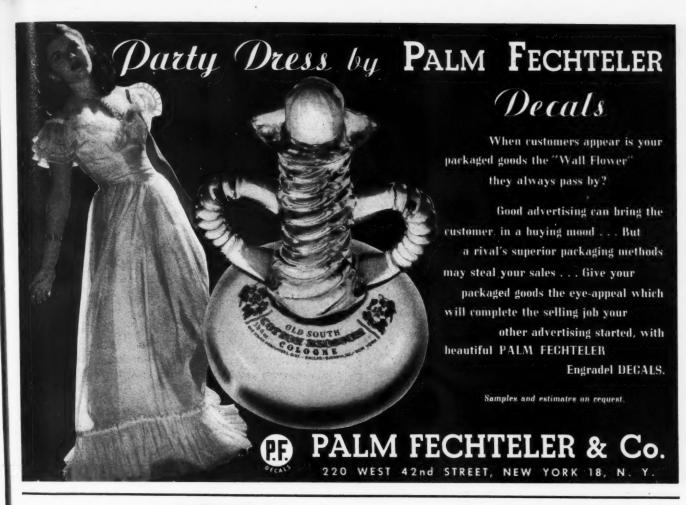
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# —— NEW — ROTARY TABLET PRESS

New series 200-25 tablet machine embodies years of experience in building equipment, incorporates refinements giving an entirely new standard of performance.

Special features include new variable lower punch pull-down track plus micrometer cell adjustment minimizing punch and die wear and practically eliminating capping; solid steel tie bar; centrally located main drive shaft; lower center of gravity. Range of operating speeds is provided by built-in variable speed drive. Power transmitted through lever operated disk clutch. Special drive materially reduces power consumption. Standard speed motor. Capacity per minute: 300–800 tablets. Diameter of tablet 3/16" to 5/8", maximum depth of cell: 11/16". Floor space: 30" X 36", height: 60", net weight: 1025 lbs.

ARTHUR COLTON COMPANY
1802 E. JEFFERSON AVE., DETROIT 7, MICHIGAN



JUNE 1947

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# Cut Make-ready costs with



You can set up color plates for perfect register in a matter of minutes instead of hours . . . without use of measuring devices. Puts an end to waste of paper, cellophane, ink, etc. . . . No more idle presses. Made in various widths to accommodate any printing press.

Write for more information

H. H. HEINRICH, CO. 200 Varick St., New York 14, N. Y.



#### Plants and People

Continued

tive, and **Hubert H. Des Marais** has been appointed territory representative, with St. Louis headquarters.

C. M. Cutler and Carroll L. O'Shea, illuminating engineers for the General Electric Co., Cleveland, will conduct a clinic on "Modernized Store Lighting" at the first annual Store Modernization Show, Grand Central Palace, New York, July 7 through 12. Mr. Cutler was the author of "Lighting the Package," Modern Packaging, Jan., 1947, p. 138, showing that good package design is utilized fully only with proper lighting.

Elias D. Cohen and N. A. McManus, vice presidents, were honored recently by the presentation of pins in recognition of their 45-year service with National Starch Products, Inc., New York.

Among a group of designers awarded fellow memberships by the national board of trustees of the American Designers' Institute are the following package designers: Ruth Gerth of San Francisco; Ben Nash, Belle Kogan, John Vassos, Scott Wilson and Edward J. Wormley, all of New York.

B. E. Lowman is now branch manager of Thatcher Glass Mfg. Co.'s Boston office. He succeeds J. B. Miller, who has resigned.

J. B. Misenhimer is now manager of sales for American Can Co. in Canada, with headquarters at Hamilton, Ontario. During the war he left American Can to serve on the War Production Board.

Beverly Morgan, formerly designer of Neiman-Marcus' gift wrappings, has joined Modern Packagings, 1214 S. Akard, Dallas. The firm is inaugurating the Beverly Morgan Service, making Miss Morgan's gift designs available to one store in each city in the United States.

**Atlas-Boxmakers, Inc.,** manufacturers of corrugated and solid fibre shipping containers, folding cartons and set-up boxes, are now located at 5025 W. 65th St., Chicago.

Francis Chilson, industrial consultant, New York, has been named international consultant for Nicholas Proprietary, Ltd., Melbourne, Australia, proprietary and chemical firm.

Production of vinyl resins has begun at the Goodyear Tire & Rubber Co.'s newest subsidiary, Pathfinder Chemical Corp., Niagara Falls, N. Y. Goodyear's chemical products division at Akron, Ohio, will utilize the products of the subsidiary for a variety of calendered, extruded and other plastic products.

Robert J. Kurtz, member of the sales staff of Union Bag & Paper Corp., New York, has been awarded the British Empire Medal for services rendered the British army during the battle of the bulge.

Edwin B. Peet, sales manager for the Cameron Can Machinery Co., Chicago, a wholly-owned subsidiary of Continental Can Co., died on April 4.

E. Arthur Ball, president and general manager of Freidrick & Dimmock, Millville, N. J., subsidiary of Ball Bros. Co., Muncie, Ind., died recently.

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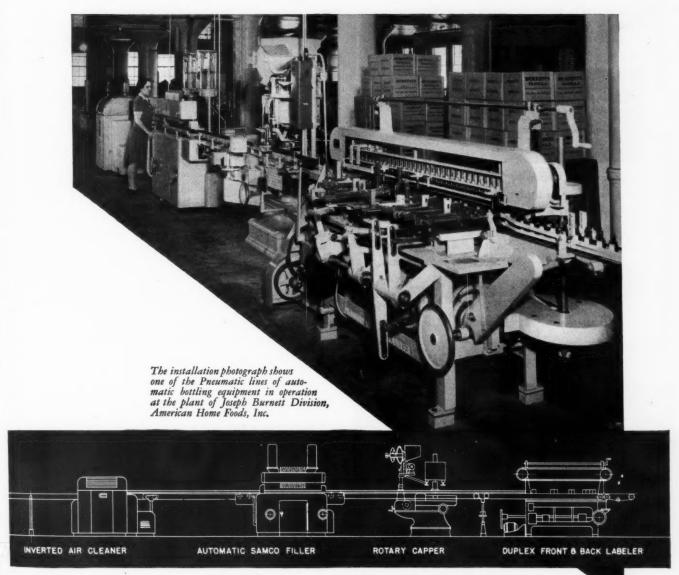
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JUNE

# All-PNEUMATIC Line



Consider the important advantages offered by Pneumatic's coordinated start-to-finish bottling machine hook-up.

- Responsibility is definitely placed—installation and service from ONE company only.
- 2. Variable speed drive on each unit permits easy synchronization of speeds.
- All machines are under ONE guarantee to operate according to contract specifications.
- 4. Flexibility of precision-made units make it possible to accommodate a wide range of sizes on ONE line of equipment.
- 5. More constant production.

Regardless of whether your bottling problem invoives cleaning, filling, capping or labeling a glass container as a separate performance or as a full production line, Pneumatic can meet your requirements. Pneumatic is the ONE machine manufacturer offering a complete set of automatic units to handle these bottling operations.

Call in a representative. Let Pneumatic's wide technical knowledge, gathered through many years' experience in handling the problems of leading producers all over the world, guide you to higher bottling efficiency at Lower Cost Per Container. PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Avenue, No. Quincy 71, Massachusetts. Branch Offices in New York, N. Y.; Chicago, Illinois; San Francisco, Cal., Los Angeles, Cal.

#### **PNEUMATIC**

#### PACKAGING AND BOTTLING MACHINERY

Over ninety different machines for the packaging of dry, free-flowing products and the cleaning, filling, capping and labeling of containers for liquids and semi-liquids

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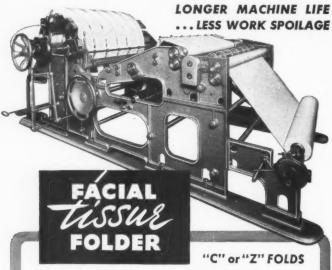
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Now you can obtain a precision perfect, high speed facial tissue folder to which units for embossing frills or seals on the dispensing edge of sheets may be installed as required. This machine pays for itself rapidly in time and materials saved. Write for complete detailed information.

#### **HUDSON-SHARP**

MACHINE CO . GREEN BAY . WIS



# ROUND TUBES AND PACKAGES Available Now!

PACKARD offers spiral-wound round tubes and containers in all conceivable lengths and diameters—drum-shape, long, thin, flat. Sturdy and light-weight, PACKARD containers are perfect for any dry commodity—foods, drugs, chemicals, cosmetics, toys, novelties, insecticides, electrical products, shipping, textiles.

And these low-cost containers are available immediately! Whether you choose metal-end or paper-cap, plain or labelled—watch your product go in a PACKARD package.

#### PACKARD CONTAINER CORP.

5811 Park Avenue

West New York, New Jersey Phone Union 5-5818

# M

#### For Your Information

With over 30,000 in attendance and 142 material and machinery manufacturers, molders and fabricators exhibiting their products, the second **National Plastics Exposition** sponsored by the **Society of the Plastics Industry** was held in Chicago, May 6 to 10.

Concurrently, the 10th annual convention of the SPI met for three days. Opening the sessions was a merchandising forum, with Charles A. Breskin, publisher of MODERN PACKAGING and editor and publisher of Modern Plastics, presiding and Kurt Emde, Zenith Radio Corp., Chicago, and Harry A. Barth, W. T. Grant Co., New York, as guest speakers. Highlight of the program was the annual banquet which featured Col. Harold G. Hoffman, former governor of New Jersey, as speaker. During the meetings 38 papers were presented on technical and economic aspects of the industry.

New officers of the SPI, elected for the fiscal year June 1947 to June 1948, are: George H. Clark, Formica Insulation Co., Cincinnati, president; Neil O. Broderson, Rochester Button Co., Rochester, N. Y., chairman of the board; Gordon Brown, Bakelite Corp., New York, vice president; Norman Anderson, General Molded Products, Inc., Des Plaines, Ill., secretary; and Warren E. Hill, Prolon Plastics Div., Pro-phy-lac-tic Brush Co., Florence, Mass., treasurer.

The National Paper Box Mfrs. Assn. held its 29th annual convention at The Traymore, Atlantic City, from May 18 to 21. Topics discussed included the business outlook in general, the return to competition, future profits, materials and equipment situation and labor relations.

Speakers from the organization and the associated supply group were Walter P. Miller, Jr., Ernest C. W. Dietz, Earl C. Lenz, Andrew G. Burry, James C. Scully and Charles Matthias. Guest speakers were Arthur Babson, vice president, Babson's Reports, Inc.; C. W. Browne, editor in chief, Modern Packaging; O. C. Cool, director, Labor Relations Institute; Douglas T. Neale, general manager, High Production Machine Co., Inc. W. Clement Moore, cost and tax consultant of the association, reported on the research activities conducted under his direction. Ralph L. Harden presented a report for the public relations committee.

New officers elected were: president, C. Knowlton Shaw, Jr., Shaw-Randall Co., Pawtucket, R. I.; vice

#### What's doing

June 16-20—American Society for Testing Materials, 15th annual meeting, Chalfonte-Haddon Hall, Atlantic City.

June 19-20—Mayonnaise & Salad Dressing Mfrs. Assn., French Lick Springs, French Lick, Ind.

June 22-26—National Assn. of Retail Grocers, Civic Auditorium, San Francisco.

June 23-24—National-American Wholesale Grocers' Assn., mid-year meeting, Palace Hotel, San Francisco.

July 7-12—Store Modernization Show, Grand Central Palace, New York.

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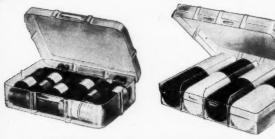
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president, Edwin S. Dillard, Old Dominion Box Co., Charlotte, N. C.; secretary, William R. Kreeger; treasurer, Henry J. Aemisegger, G. A. Bisler Co., Philadelphia; director of publicity, Harry E. Roden. New directors elected were: For the Eastern division, W. E. Trum, Sr., E. J. Trum, Inc.; for the Central division, William P. Datz, Jr., Datz Mfg. Co., Philadelphia; for the Southern division, Gordon Dickerson, American Tri-State Paper Box Co., Nashville, Tenn.; for the New England division, A. M. Bond, retiring president of the association, Consolidated Paper Box Co., Somerville, Mass.; for the Pacific Coast division, James C. Scully, Puget Sound Paper Box Co., Seattle, Wash., and for the Midwestern division, A. C. Schleicher, F. J. Schleicher Paper Box Co., St. Louis.



Hinde & Dauch Paper Co., Sandusky, Ohio, has published an illustrated book, The Beginning of a Great Industry, giving details of the growth of Hinde & Dauch and of the corrugated shipping box industry.

Avi Publishing Co., Inc., New York, announces the publication of a second edition of The Freezing Preservation of Foods, by Donald K. Tressler, consultant of Westport, Conn., and Clifford F. Evers, technical director, National Assn. of Frozen Food Packers. The authors found that since initial publication in 1943, the technology of food freezing had advanced to the extent that revision of nearly the whole text was necessary to bring the volume up to date. Packaging has been treated with more thoroughness and several new chapters added.

Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich., has available upon application a new catalog containing full information on a complete new line of wrapping and packaging equipment, with speeds ranging from 30 to 120 packages per minute.

Weinman Bros., Inc., 325 N. Wells St., Chicago, announces the availability of a new illustrated catalog of boxes, cans, counter dispensers, promotional items and special Christmas, birthday and other seasonal box designs.

Behr-Manning Corp., Troy, N. Y., announces the availability to flock users of a new 10-page booklet on flock and flock finishing. Illustrated with 24 sample color swatches, the publication describes the adhesives and methods of applying them, as well as the flock, on various surfaces, outlines the company's engineering service and uses for flock.

Mason T. Rogers, president of the Packaging Institute Inc., has outlined to members the program of the organization for 1947. Expansion of the Packet is planned. "Packaging Abstracts" will continue to be distributed to the membership. The advisory council, under the direction of J. D. Malcolmson, Robert Gair Co., will attempt to answer inquiries directed to it. Edwin L. Hobson, Monsanto Chemical Co., is directing the technical committee and reports of its work will be published throughout the year. The standards and practices committee, directed by H. T. Holbrook, Standard (Continued on page 186)



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#### U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U.S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Desiceant Paper, W. W. Gary (to Filtrol Corp., Los Angeles, Calif.). U. S. 2,417,924, March 25. A paper having desiceant properties, comprising a sheet of paper containing a montmorillonite acid activatable sub-bentonite clay desiceant having a V. P. of about 5 to 8%.

Cap Feeder, F. W. Krueger (to Food Machinery Corp., San Jose, Calif.). U. S. 2,417,938, March 25. In a feeding device, combination of: magazine means for holding a stack of flat articles; yieldable means for retaining said articles in said magazine means in stack form; vacuum cup means for separating an endmost article from said stack and transverse feed means for engaging said article and shifting it parallel with the plane of said vacuum cup means and stack.

Bottle Closure Retainer, W. W. Mays, Philadelphia, Penna. U. S. 2,418,039, March 25. In a bottle closure retainer wherein hinged covers are provided to go over the mouth of the bottle and a cork therein, the improvement which includes: a sleeve slidably fitted over neck of the bottle and means to secure said sleeve thereto, the covers being hinged to said sleeve; and a cover-closing body including an upper ring and a lower ring connected together in spaced relation by struts.

Paperboard Slitting and Scoring Mechanism, H. W. Bruker, Bordentown, N. J. U. S. 2,418,066, March 25. Paperboard slitting and/or scoring mechanism including a supporting frame constructed to afford passage of a continuous paperboard web past said frame, a carriage carrying upper and lower sets of webengaging disks, means mounting said carriage upon said frame to afford transverse movements of said carriage between positions, respectively, in alignment with path of travel of the paper web and at one side.

Bag Loading Machine, J. E. Socke (to American Can Co., New York, N. Y.). U. S. 2,418,142, April 1. A machine for loading paper bags with containers arranged in a predetermined pattern to insure a maximum efficiency in packing space, comprising in combination a mold casing including outer imperforated side and bottom walls and inner perforated side walls disposed in spaced relation to set off a chamber therebetween, said inner walls forming a mold for enclosing sides of an empty bag.

Container, H. E. Griffith (to Monsanto Chemical Co., St. Louis, Mo.). U. S. 2,418,172, April 1. In a gasoline container characterized by the ability to self-seal when in contact with gasoline after the passage of a bullet therethrough, a wall having the following consecutive layers: a layer of tough, wear-resistant material, a layer of gasoline-swellable material, a layer of elastic material, another layer of a gasoline-swellable material and an inner layer comprising a gasoline-insoluble polyvinyl acetal resin.

Molded Fibrous Pulp Container Having Closure Securing Means, H. R. Denton (to Moist-R-Proof Container Co., San Francisco, Calif.). U. S. 2,418,248, April 1. A molded four-sided container having rectangular side walls and an upper side, each of said side walls being formed with a horizontally extending inwardly projecting rib at the same distance from said upper side and a rectangular horizontally disposed retainer sheet of relatively resilient material within said container and positioned below said ribs, said sheet being relieved for a predetermined distance from each of its corners and for a width about equal to the thickness of each rib; a rib projects inwardly from each flange and outwardly opening recesses formed in each of said side walls adapted to frictionally receive each of said ribs therein in interlocking relationship.

Valve Controlled Rotary Hopper Bag Filling Machine and Method, G. L. Hurst, San Francisco, Calif., April 1. The method of filling sacks with rice and the like that comprises the steps of: continuously moving a plurality of feed hoppers along a common path of travel, successively filling said hoppers to a predetermined level at a point in said path, suspending a sack vertical with its mouth open adjacent each hopper for movement therewith as each is filled.

Bread Wrapping Machine, C. H. Petskeyes (to Gellman Mfg.

Co., Rock Island, Ill.). U. S. 2,418,276, April 1. In a machine the combination with a platform upon which an article is adapted to be moved, of a rocker arm, paper feeding means, clutch means providing connection between said arm and feeding means, means operable by movement of said articles to connect the clutch and feeding means, and means operable by movement of said arm in one direction for disconnecting the clutch and paper feeder.

Article Wrapping Machine, C. H. Petskeyes (to Gellman Mfg. Co., Rock Island, Ill.). U. S. 2,418,277, April 1. A wrapping machine comprising a pair of spaced parallelly arranged fold plates from between which a partially wrapped article is adapted to be moved, a bottom plate, final fold plates providing together with the bottom plate a channel into which said partially wrapped article is adapted to be received from between said parallel plates for wrapping.

Precooling Milking Container, R. M. McDade, Mebane, N. C. U. S. 2,418,310, April 1. A precooling milking container, comprising a base milk receiving receptacle, a removable top structure for said base receptacle having upper outwardly flared neck portion formed centrally of said top structure, a closed refrigerant holder positioned within said base receptacle and extending into said top structure, said refrigerant holder being uniformly spaced from opposed walls of said base receptacle and top portion and independent handles for each.

Rotary and Vertically Movable Drum for Can Sealing Machines, R. G. Bach, Griffithstown, England, and J. R. Paton, Lisvane, Wales. U. S. 2,418,328, April 1. In a vacuum double seamer for exhausting and seaming cans, the combination comprising a base forming a vacuum reservoir, vacuum seaming mechanism, vacuum pump, multifaced drum rotatably supported by said base and a motor for driving pump and operating seaming mechanism.

Carrier for Bottles and the Like, M. E. Holy (to Container Corp. of America, Chicago, Ill.). U. S. 2,418,350, April 1. A collapsible carrier formed of foldable sheet material comprising an article-carrying compartment including a base panel, two side panels hingedly joined to opposite sides of said base panel, a partition-forming strip hingedly joined at its central section to the central part of the upper edge of said side panels, whereby the strip is adapted to be folded down to lie against inner surface of its associated side panel, each partition-forming strip having two cross-partition sections adjoining opposite sides of said central section.

Process of Making Closure Caps, W. J. Keith (to Keith-Peabody, Inc., Brookline, Mass.). U. S. 2,418,353, April 1. A process of making closure caps comprising forming a shell of relatively thin paper, with top wall portion and surrounding wall thereon, impressing a thread groove in periphery of said wall, surrounding said wall with a second wall portion of relatively thin paper material and thereafter impressing a thread groove in said second portion and into first-mentioned thread groove.

Wrapping Machine, B. A. Arvidson (to Miller Wrapping & Sealing Machine Co.). U. S. 2,418,449, April 8. In a wrapping machine, the combination of a frame, feeder mounted to swing in a vertical plane and having jaws adapted to receive and clamp the unit to be wrapped and deliver same to wrapping position, means for feeding two continuous strips of wrapping material to bring their leading ends adjacent the position occupied by ends of unit to be wrapped, cutters for severing strip ends to provide wrapper sheets, a pair of spaced plungers normally standing in proximate relation to wrapper sheets at opposite ends of unit.

Container and Scraping Device Therefor, R. O. Ferguson (one-half to Bristol Steel & Iron Works, Inc., Bristol, Va.-Tenn.). U. S. 2,418,502, April 8. In a paint can, said can having a crown, said crown being provided with a partially circular groove and a straight groove joining ends of partially circular groove, said crown having a flat surface of such size as to support a paint brush, second surface spaced from said first surface by said straight groove, second named surface having a straight edge overlying can interior and top for said can.

Dispensing Package, M. R. Reitman, Chicago, Ill. U. S. 2,418,526, April 8. A package having substantially continuous opening lines transversing a pair of oppositely disposed walls and one of a second pair of oppositely disposed walls intermediate said first-mentioned pair, the other wall of said second-mentioned pair being bendable along a line extending between the ends of said opening line and a one-piece element encircling the package transversely of its oppositely disposed bending and opening lines.

Ink Bottle, S. W. Jaeger, San Francisco, Calif. U. S. 2,418,585, April 8. In an ink bottle, a receptacle for ink, a central supporting member disposed within the receptacle, a ring-shaped ink well surrounding and being supported by the support and extending from the support to inner wall of receptacle, ink well



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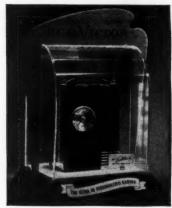
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#### **U.S. Patents Digest**

being formed by a ring-shaped wall substantially U-shaped in transverse cross section between support and receptacle wall, said ring-shaped wall having an opening therein permitting ink to be poured from receptacle into ink well when ink bottle is tilted, opening being at a position on wall to limit highest level of the ink in the well.

Bottle Closure, M. Febbraro, Union City, N. J. U. S. 2,418,630, April 8. The combination of a beverage container and a sediment-entrapping member therein, said member having a plurality of relatively restricted blind bores in communication with inside of container, diameter of said bores being in the neighborhood of 0.075 in. whereby when the container is disposed with openings of boxes for incompany would be because it is a superscript. of bores facing upwardly, bores receive and retain sediment settling out of beverage contained therein.

Apparatus for Covering Rayon Packages, A. J. L. Moritz (to American Enka Corp., Enka, N. C.). U. S. 2,418,657, April 8. An apparatus for covering a rayon cake with a tubular sleeve which comprises a stationary pan provided with flat bottom and cylindrical side wall having circumferences slightly greater than rayon cake, said side-wall being free of obstructions to thereby receive a tubular sleeve thereover and rayon cake therein.

Bottle Closure, C. E. Paine, Woonsocket, R. I. U. S. 2,418,723, April 8. A bottle closure comprising a cap having a top and a depending skirt having an opening therein, a resilient liner mounted within said cap and having its lower peripheral edge fastened to lower peripheral edge of skirt, a split ring provided with hooked ends mounted within said cap and interposed between said skirt and liner with its hooked ends projecting through said opening; and a lever having an elongated opening therein receiving and engaging said hooked ends and adapted, when operated in a plane tangential to skirt of cap, to force hooked ends toward each other by camming action of the edges of the elon-gated opening on said ends, thereby contracting said ring.

Engine Shipping Case, G. H. Allington (to United Aircraft Corp., East Hartford, Conn.). U. S. 2,418,861, April 15. In an engine shipping case, comprising a base and case-cover detachably securable to the base to enclose an engine supported on the base, engine supporting means comprising a mounting plate of smaller dimensions than the base disposed substantially centrally smaller dimensions than the base disposed substantially centrally and in parallel relation to the base having opening provided therein for projection therethrough of a portion of an engine, means on said mounting plate for attachment thereto of an engine, a housing of smaller dimensions than the base supporting said mounting plate in spaced relation to the base and adapted to enclose the projected portion of an engine mounted on said plate. plate.

Engine Shipping Case, G. N. Cole and F. H. Hopper (to United Aircraft Corp., East Hartford, Conn.). U. S. 2,418,868, April 15. In an engine shipping case having a base and cover April 15. In an engine snipping case having a base and cover therefor, a hollow frame for supporting an engine on the base independently of cover, attaching means for securing an engine to one end of said frame with a portion of the engine projected within said frame and attaching means including a framework carried by said frame substantially enclosing the lower portion of said frame adapted to be rigidly secured to said base for attaching other end of frame to said base and preventing displacement of said frame with respect to said have said frame and atment of said frame with respect to said base, said frame and attaching means being removable with the engine as a unitary assembly for storage or shipment separately.

Reinforced Receptacle, W. G. Anderson, Jr. (to American Box Board Co., Grand Rapids, Mich.). U. S. 2,418,963, April 15. A receptacle of paperboard or like material made from a single sheet of such material of substantially rectangular form having a central longitudinal zone with end and side sections, and end and side sections in the order named, in alignment longitudinally of the blank, with transverse scored lines in the blank between said sections for folding said zone at one side adea having the sections. sections for folding, said zone at one side edge having alternate end and side sections extending laterally therefrom with scored lines between said lateral section and side edge of said zone, said blank being transversely slotted to said last-mentioned scored line between said laterally extending sections.

Valve Closure Flap, H. M. Johnson, Toledo, Ohio. U. S. 2,418,975, April 15. An improvement in valve bags having an intake valve of foldable collapsible type comprising a flap secured to one side only of the collapsed valve on the bag side thereof and extending beyond and below open inner end of valve, said flap being also secured at its upper end to bag adjacent the upper end of valve and closed end of bag, and being otherwise unsecured.

Lubricating Cell, R. B. Gray and J. C. DeWeese (to The Glenn

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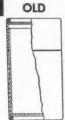
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#### U.S. Patents Digest

L. Martin Co., Middle River, Md.). U. S. 2,419,016, April 15. A self-sealing hydrocarbon liquid storage container comprising a metal frame, flexible cell within said frame, outer dimension of the cell being proportioned with respect to inner dimensions of frame so that the hydrostatic load of the liquid is transmitted to said frame, the cell walls being unstressed by the liquid load, walls of said cell being free of the frame and including at least four layers arranged in sequence named: a layer of synthetic plastic material resistant to chemical action of the hydrocarbon liquid to be held in tank, a layer comprising substantially a high molecular weight iso-butene polymer subject to swelling upon contact with the liquid, a soft vulcanized protective layer and an outer fabric layer, all layers being adhesively secured to adjacent layers to form a laminar structure.

Collapsible Crate, W. F. Newhouse, Benton Harbor, Mich. U. S. 2,419,026, April 15. A collapsible crate comprising enclosing side walls each made up of slats with a space between adjacent slats of each side wall, cleats secured to opposite ends of slats of each side wall, end walls adapted to be secured to side walls, attaching means for securing said end walls to side walls, said attaching means each comprising a tongue-like member having two legs, the inner face of an end wall and its outer end projecting a predetermined distance beyond an edge of an end wall, said outer end of tongue-like member including a bent part extending perpendicularly of an end wall and engaging an outer edge of a cleat.

Bottle Dryer, J. Stepanian, West New York, N. J. U. S. 2,419,040, April 15. A bottle dryer, consisting of a board having a plurality of circular openings, each opening having outwardly extending spaces formed by marginal tongues, circumferentially spaced from each other, said tongues providing a seat for the bottle necks extending through the opening.

Tape Feeding and Cutting Apparatus for Mail Treating Machines, D. Ryan and E. P. Drake (to Commercial Controls Corp., a corporation of Delaware). U. S. 2,419,288, April 22. In a machine for treating tape: a tape chute having a discharge end, cyclically operable means for moving tape through said chute and treating it, driving means for actuating said cyclically operable means, and tape-cutting means, including an oscillatable shear means at the discharge end, means for actuating said oscillatable shear means comprising a first oscillatable member coupled to said shear means for movement therewith.

Vacuum Bottle, A. M. Senter, Jr., Albuquerque, N. Mex. U. S. 2,419,291, April 22. A beverage container comprising an outer housing, inner vessel within said housing in substantially spaced relation to said housing, said vessel being formed with neck portion defining opening at top, means secured to said housing engaging said neck portion and defining a substantially flat area around said neck, a substantially flat annular deformable gasket member frictionally engaging said neck and adapted to bear on said flat area around said neck, an inverted cup adapted to be detachable engaged with said housing in overlying relation to said neck, and bears on said gasket to seal opening.

Cheese Container, A. F. Tanner, Alliance, Ohio. U. S. 2,419,299, April 22. A cheese jar designed to carry a solution to prevent escape of natural moisture of cheese stored therein and ribs integral with side wall and radiating therefrom, said ribs being in contact with and extending slightly above the jar bottom, ribs being alternately of short and long lengths, short ribs being about half the length of long ribs, ribs upwardly tapering and sufficiently spaced to prevent cheese falling between them.

Cap, A. H. Warth and E. Lidard (to Crown Cork & Seal Co., Inc., Baltimore, Md.). U. S. 2,419,304, April 22. A cap having a metal shell, cushion liner therein and facing adhered to liner by a stratum of adhesive composition comprising essentially resin, wax and rubber, resin being present in substantially higher percentage than wax and rubber combined, composition having a tacking point ranging only from about 140 to 172 deg. F.

Holder and Warmer for Liquid Containers, S. J. Mustain, Newark, N. J. U. S. 2,419,416, April 22. A liquid holder comprising a cup-shaped holder interiorly tapered inwardly from top to bottom, liquid-holding vessel similarly tapered and adapted to be seated in the holder, heat-conducting element between vessel and bottom of holder, expansible open-ended liner similarly tapered having a discontinuous laterally extending flange at its upper end and disposed between the holder and vessel while surrounding and frictionally engaging both vessel and heat-conducting element in heat-exchange contact and a resilient ring extending in air-sealing relationship between inside of holder and both flange and outer wall of liner.



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Decotone has a number of additional holiday designs which are available to trade only in jumbo rolls, counter rolls and ream wrapped pi cu pl pe

Tll gr res pla co sig

Holiday designs are printed on box wrap weight papers for the set up box industry.

## an Invitation...

Whether you make rouge or roller skates, General Electric plastics packaging can help sell *your* products. For merchandising cosmetics, jewelry, cutlery, silverware, toys, and dozens of other items, plastics containers add that extra beauty and appeal which catch the customer's eye.

Now General Electric invites you to bring your packaging problems to its plastics headquarters. Thanks to increased production capacity and the greater availability of critical materials, G.E. is ready to take new business in injection-molded plastics containers and displays. General Electric's complete plastics service includes experienced designers who can help you develop just the right package for your particular job. And as the world's

largest manufacturer of finished plastics products, G.E. offers you unexcelled engineering and molding facilities.

If you are looking for new packaging ideas, if you're introducing a new product, or if you want to stimulate sales on an old one, it will pay you to talk it over with General Electric. Take advantage of this unique plastics packaging service! Use the coupon below. Plastics Division, Chemical Department, General Electric Company, Pittsfield, Massachusetts.

#### GENERAL ELECTRIC

**EVERYTHING IN PLASTICS** 

General Electric Company 1 Plastics Avenue, Pittsfield, Massachusetts	
I'd like to discuss plastics packaging with you.	
Name	
Position	
Firm	

Address

#### S. A.\* for Your Products

#### Package your products with \*sales appeal

#### Everett Transparent Boxes Bags and Envelopes

Attract the shopper's eye...up your sales by stressing your product's selling features. Everett bags in high quality DuPont cellophane, glassine, etc., and transparent plastic containers are available in any size or quantity.

PROMPT DELIVERY

CONSULTATION AT NO
OBLIGATION

Let Everett design and build the right selling package for your product.



EVERETT TRANSPARENT CONTAINER CORP. 251 THIRD AVE., N. Y. 10, N. Y. • GR 3-1663

## CUSTOM PACKAGING of DRY and Liquid Products

Your production problem can be eliminated by Seaboard Service:

- · Mixing and Compounding
- ·Filling
- Labelling
- ·Shipping
- ·Materials—all or part

Whatever your packaging problem may be—for an expert solution—

Write, phone, wire

#### SEABOARD MFG. LABS., Inc.

Tulip & Dauphin Sts., Philadelphia 25, Pa.

#### Flexible vacuum package

(Continued from page 101) those who have followed the correlated development of the flexible vacuum package and the machine that makes it. The package is filled (probably by hand, in the case of Armour); it passes into a sealed chamber where a high vacuum is drawn and—while still held under vacuum—an automatic mechanism within the chamber makes an air-tight heat seal. When it emerges from the vacuum chamber into ordinary air pressure, the package of course collapses tightly around the product.

Although printing makes the Armour package opaque over most of its surface, a large "window" is left clear at the upper left of the front panel to permit the shopper to see for herself the quality of the bacon slices enclosed within the package. As may be seen in an accompanying photograph, the back panel of the Armour package again stresses vacuum-sealed flavor and gives simple, diagrammatic directions for opening: just slit a corner of the envelope along the printed line, tear along dotted line and lift the flap to remove bacon slices as needed. Edges of the envelope may then be pressed together for a partial reseal.

Consumer surveys have repeatedly shown that the housewife demands to see the bacon she buys; canned bacon, in addition to higher cost, has not been too successful for this reason. Here, however, is a package that satisfies the demand for visibility, yet gives the protection of vacuum packaging. Sliced bacon in the conventional package has a notoriously short shelf life even though kept under refrigeration. In the transparent vacuum package it may still be subject to deterioration from the effect of light—but its shelf life and quality will obviously be far better than that of the same product in a non-vacuumized package.

Where visibility is not essential, the flexible vacuum package can be a lamination of foil, plastic and paperor any other impermeable combination of flexible materials. In fact, development work by the package supplier is known to have centered mainly on such laminations, usually incorporating aluminum foil as the outer surface. In the offices of Modern Packaging there are such packages, filled with coffee and peanuts, that have held their vacuum for more than two yearsas evidenced by the fact that the envelope still clings tightly to the contours of the product within, making a firm, brick-like package. This is the identifying characteristic of the flexible vacuum package—and one which makes the name somewhat misleading. However, once the package is opened and air admitted, it is once more flexible of course and the product flows

With free-flowing products like coffee, the envelope is opened and squared up in the machine in a rectangular cup before filling, which accounts for the brick shape of the finished package. One very large, completely automatic rotary machine of this type is known to have been completed. It is now undergoing a thorough test in the laboratories of one of the nation's largest pack-

th

# A lone or with other materials . . . in

## Boxes, bowls with re-use value

# Covers, cases with Sales Appeal Durez Phenolic Plastics

• Products are as different as people. What better way to emphasize their personality than to package them in Durez phenolic plastics?

Our picture only begins to suggest the infinite variety obtainable with these most versatile of plastics. You can combine Durez with other materials for harmony or contrast. Use it with metal, leather, fabrics, cork sheets, glass, or, where economy dictates, metal foil, Fabricoid, or novelty papers.

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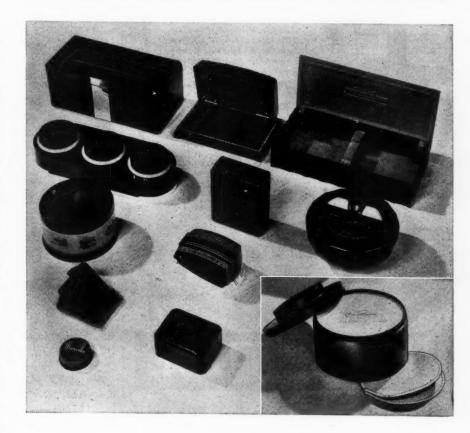
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HNG

No matter what the other components may be, your package will have the satiny, lustrous finish and the firm durable feel of Durez...the appeal that makes people want what's inside.

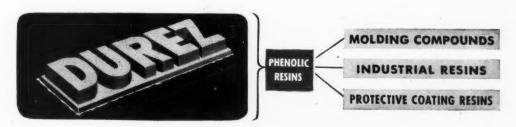
#### **Durez Easy to Work With**

Your designer and molder can tell you how well Durez lends itself to production. It has excellent moldability and is readily formable to unusual designs. It is non-bleeding, an essential property in closures. It takes a variety of finishes. And when heat resistance, impact strength, and resistance to alkalies and acids are desirable, you have them all in Durez.



Regardless of what you package, or how you merchandise your line, the success of others suggests consideration of Durez first. Our long experi-

ence in working with packaging leaders is at your disposal and your molder's. Durez Plastics & Chemicals, Inc., 256 Walck Road, North Tonawanda, N.Y.



PHENOLIC PLASTICS THAT FIT THE JOB





EASY TO USE

LOW IN COST

Designed to handle bagged products with a minimum of effort at a maximum speed. Simple adjustments for height... tilting forward or backward enables operator to set machine at easiest position. Stainless steel trough with capacity of 200 bags. Adjustable to bag sizes. Blower keeps bag clean and free from foreign matter.

Write for Bulletin 6-29





A Pioneer Converter of

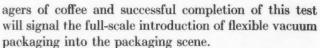
DU PONT Cellophane

Containers Made of

BAGS • ENVELOPES • POUCHES • PLAIN OR PRINTED • TRANSPARENT STRAWS

HUMITUBE MFG. CO.
PEORIA 3, ILLINOIS



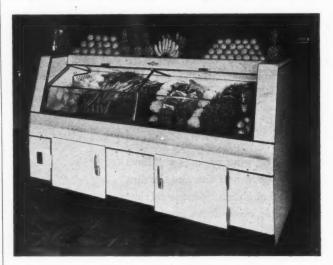


When an impermeable material like metal foil is reinforced with a plastic coating, given strength by a kraft paper backing and sealed 100% tight, it is technically possible for the resultant package to hold a vacuum forever. Experts who are familiar with the package believe it will eventually handle almost any product now vacuum packed in tin or glass—and at considerably lower cost.

CREDITS: Package and machine by Flex-Vac Div., Standard Cap & Seal Corp., New York. Lithography of Armour package by Forbes Lithograph Mfg. Co., Boston.

#### Frigidaire case for produce

Availability of adequate open-top refrigerated cases is one of the keys to the growth of pre-packaging of perishables. Frigidaire Division of General Motors Corp. is now introducing this triple-duty, self-service



display case. Equally well suited for displaying produce, dairy products and packaged fresh meats, the case features slide-away glass night covers which conserve refrigeration and save current when the store is not open for business.

Gravity type cooling units induce circulation in top and bottom compartments. A low velocity fan located at one end of the case draws air from the display compartment and slowly circulates it up through the large finned cooling unit located under the perforated porcelain floor of the display compartment. Temperature and humidity are balanced to afford the greatest protection to flavor, appearance and freshness.

Constructed of heavy-gauge steel, welded and sealed, and insulated with 3 in. of fibrous glass, the case has an interior finish of porcelain, features removable and adjustable separators in the display compartment and is equipped with fluorescent lighting. Net capacity of the display is 22 cu. ft.; of the lower storage compartment, 25.4 cu. ft. Limited production of the case has been started by Frigidaire.

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# All Rayon Linings! 60 Colors!

#### RAYON TAFFETA [>

#### Immediate delivery! 60 colors!

A sleek, vivid, all-purpose packaging fabric! Such colors as black, pink, royal, white, baby blue, red, brown, beige, Kelly green and many others are now in stock for immediate delivery!

**39**" wide

471/20 per yard



It's gossamer sheer, deep-piled, lustrous. Has excellent workability, fine draping characteristics.

39" wide

\$1.50 per yard

Both fabrics are available for immediate or nearby delivery in 60 standard colors. . . or dyed to your specifications.

#### ADAR CO.

39 West 32nd Street

New York 1, N. Y.

PEnnsylvania 6-0945

Cable Address: "ADARFELT"

JUNE 1947

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GING

ADAR CO. 39 W. 32nd Street, New York 1, N.Y.

Gentlemen: Please rush the following:

MATERIAL COLOR YARDS

Name...
Position...
Company...

 Company

 Address

 City
 Zone
 State

185

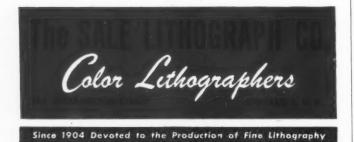


Quality products are consistent sales winners with the buying public...

Quality that must be reflected by the eye appeal of the package as well as in the attractiveness of lithographed window and counter displays.

The highly skilled craftsmen of the Sale Lithograph Company are trained to pay attention to even the smallest details in the course of production, thus assuring you sales-winning advertising material.

Displays, Cut-outs, Box Wrappers, Folding Cartons, Labels, Folders, Inserts, Booklets and Calendars are created and produced by the Sale Lithograph Company for nationally known manufacturers and do an effective selling job throughout the world.



#### For your information

(Continued from page 172) Cap & Seal Co., aims to develop a glossary of terms used in the packaging industry and to make a survey of the conflicting definitions of foils, films and sheets (see Modern Packaging, Nov., 1945, p. 131). Industry packaging seminars are being organized and the finance committee has made the 1947 budget. Plans for the annual meeting, to be held in New York on Nov. 18 and 19, are also being outlined.

The Can Manufacturers Institute, New York, has reprinted in booklet form "One Billion Cans for Tobacco." Originally published in *The Tobacco Leaf*, the material traces the origin and history of tobacco can development.

Charles W. Williams & Co., Inc., 303 Lafayette St., New York, manufacturers of box covering papers, announces the issuing of three new catalogs of its products, "Rippletone," "Cheerio" and "Mardi-Gras." They are available upon request.

Owens-Illinois Glass Co., dairy container division, Toledo, Ohio, announces the availability of two booklets aimed to assist the dairy operator in his bottle washing problems: "The Washing of ACL Dairy Bottles" and "A Study of Comparative Cleansability."

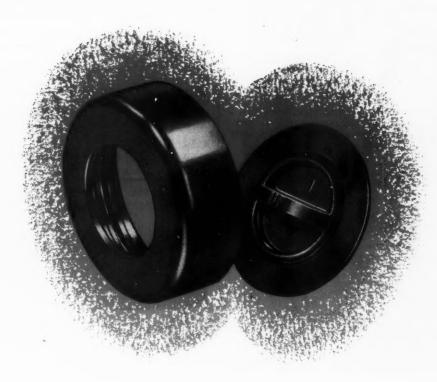
"A Basic Marketing Chart of the United States" (Sixth Annual Edition—1947), a compilation of workable data designed to facilitate current analysis of business conditions and trends, has been released by **A. Edwin Fein**, general manager, **Research Co. of America**, 341 Madison Ave., New York 17.

Point of Purchase Advertising Institute, Inc., recently held a symposium on "Point of Purchase Display." With Norman McKean, executive secretary, presiding, speakers including A. L. Scaife, manager of advertising, sales promotion and merchandising of General Electric Appliance Div.; Paul West, president, Assn. of National Advertisers; A. W. Lehman, managing director, Advertising Research Foundation; Carl V. Haecker, sales promotion division, W. T. Grant Stores, and Alynn Shilling, sales promotion manager, National Distillers Products, Inc. National advertisers were counseled to consider strongly the importance of point of sale and to correlate advertising with the needs of the retailer. The institute has asked the Advertising Research Foundation for a series of continuous studies to determine more effective point-of-sale methods and displays.

Material Handling News, published by Clark Tructractor Div., Clark Equipment Co., Battle Creek, Mich., is celebrating its 12th anniversary with a new format and expanded editorial treatment.

Casein Co. of America, division of the Borden Co., now has available a new edition of the Casco gluing chart describing the required properties of glues for various jobs and listing the glues recommended for each job. The charts may be obtained by addressing the company at 350 Madison Ave., New York 17.

An Alphabet Source Book, by Oscar Ogg, originally published by Harper & Bros. and out of print during the war, is now available in a new edition, with the imprint of Dover Publications, 1780 Broadway, New York. A collection of hand-lettered source alphabets (Continued on page 198)



#### A BIG SOURCE of small plastics!

If you need small plastic items in volume, Owens-Illinois is ideally suited to serve you.

The automatic machines that mold our precision closures are equally well geared to high-speed, low-cost production of thermo-setting plastic units designed for a wide variety of uses. Strong, uniform and dependable...our small plastics maintain the high standards that you have known in all O-I products.

Write us for details.

LOOK FOR THIS TRADE MARK

PLASTICS DIVISION

#### OWENS-ILLINOIS GLASS COMPANY

TOLEDO 1, OHIO . BRANCHES IN PRINCIPAL CITIES

JUNE 1947

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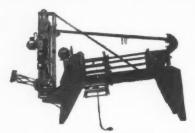
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#### Two More New Way Successes!



The New Way

for Cylindrical

High speed boxing or casing is easy with New Way Casers . . . available in several models, including the one-shot, two-side delivery. Send for special descriptive matter and prices. A New Way Caser will guarantee big savings in your warehouse operations.

#### The New Way FEED TABLE

Will feed glass or tin containers to labeling machines or casers. Simple in operation. Adjustable for any size including long-neck bottles. Send for details and prices.

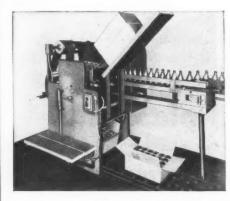




Chisholm-Ryder

For Speedy and Economical Packing

#### ABC Glass Container Case Packer



For
Foods, Drugs,
Pharmaceuticals,
Liquor
Beer,
Wine,

in 1-tier cartons

A small, compact machine to speedily and economically pack all types of bottles and glassware into corrugated shipping cases, with no breakage hazard. A single line feed conveyor carries the bottles into a magazine which properly arranges them. The operator places the case, with top flaps sealed, open-end-down over the magazine, presses a button, and the bottles gently slide into the case as magazine and case index 180°. Then the filled case is discharged on a conveyor.

Entire movement under control of operator, standing on platform for final inspection and replacement of defectives.

ABC PACKAGING MACHINE CORP.

#### Equipment and materials

(Continued from page 162) all sheet or molded plastic surfaces such as the phenolics, acrylics, laminates, polystyrene, vinyl resins, acetate sheets, urea formaldehyde, etc. It is applied by the water method without need for special adhesives. It is said to possess the unique property of forming a definite bond to plastic surfaces, with adhesion tending to increase with time. Samples may be obtained from the manufacturer.

#### BOTTLE WASHER AND RINSER

A fully-automatic bottle washer and rinser, known as the Load-A-Matic, with a capacity of 120 to 360 washed containers per minute, has been announced by the U. S. Bottlers Machinery Co., Chicago. Constructions to use cold or hot



water, or steam and cold water to produce hot water, can be built into this machine. An air spray can also be incorporated to blow all excess water from the bottles after they have been thoroughly flushed. When hot water is the cleansing medium, the machine also serves as a preheater for containers

intended for hot-filled products. The revolving drum, with 16 channel flights, each of which has 10 to 18 carrier cups, is the most important part of the mechanism. Bottles are placed on the unscrambler feed belt, then lifted automatically and placed neck first into the carrier cups. The revolving drum makes a predetermined move and stops, while another row of 10 to 18 bottles is automatically lifted and placed into a flight directly below the first. As the drum revolves by a progressive series of stop-and-go movements, 90 to 144 bottles are being washed or are in some stage of the washing process. The oscillating unscrambler feed is equipped with ½-h,p. motor.

Another new washing machine is the company's rotary rinser and cleaner which enables two operators to handle from 50 to 135 containers per minute. Here speed of washing depends upon size, style and shape of container and dexterity of operator. New also are two filling machines: a rotary vacuum filler, NA-15, designed to handle bottles or containers from 4 to 12 in. in height and from 1 to 6  $^9/_{16}$  in. in diameter, at a capacity of from 18 to 110 containers per minute and a semi-automatic vacuum filler, Model B-2, which replaces hand-filling operations for any type of liquid, accelerating filling speed with a diversified range of containers. Through the use of interchangeable filling stems, a wide variety of products may be handled.

#### ROTARY HEAT SEALER

Newest addition to the line of heat sealers made by Pack-Rite Machines, Milwaukee, Wisc., is the rotary "Speedsealer," equipped with high-speed, heat-resistant, stretchproof silent chains as the conveying mechanism. This machine will seal at the rate of approximately 400 lineal inches per minute, conveying bags through a preheater, sealing rollers and cooler. The new self-adjusting chain take-up keeps the chain tight at all times, it is said, and eliminates piling up of chain at sealing rollers or other stations. Obtainable with or without cooler attachment, the complete unit (Continued on page 198)

# You mean— an empty bottle might solve my labeling problems?

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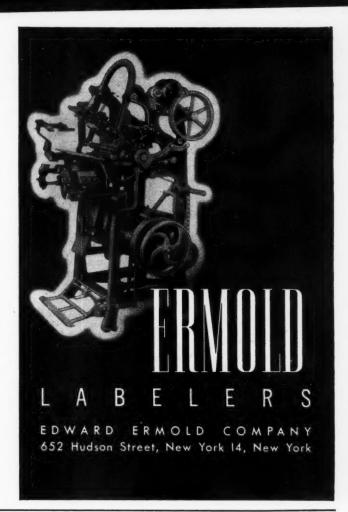
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TIME AND AGAIN IT HAS HAPPENED. A manufacturer is planning next year's line. But the package shape is tricky, unusual. Question is: How to handle the labeling, dovetail it with

other production facilities...efficiently, at lowest cost.

So, as part of his planning, he sends us an empty sample bottle or package, the label to be used, an explanation of his problem. Will the Ermold Semi-Automatic Labeler, with proper attachments, do the trick? What's the cost per year?

We've been making labelers—and studying labeling problems—for over 67 years. Draw on this experience. It can supply the *right* answer to practically any labeling question.



#### YOUR CORRUGATED CONTAINERS

CAN HAVE Sales appeal



A Product Worth Marking is Worth Marking Well

Corrugated paper containers can be dressed up to become high-powered salesmen for you. We've done it for others. We can do it for you.

If you are not taking full advantage of the free advertising possibilities of your shipping containers, turn the problem over to us. The Jas. H. Matthews & Co., Design Service will create for your package a design that will do much to increase the prestige and sales of your product.

Contact the Matthews representative in your vicinity, or write, giving full details of your needs.

JAS. H. MATTHEWS & CO.

3932 FORBES STREET

BRANCH
W YORK BOSTON CHICAGO

PITTSBURGH 13, PA.

W YORK BOSTON CHICAGO PHILADELPHIA, NEWARK, SYRACUSE
District Sales Offices: Cleveland Cincinnati, Birmingham, Dallas

#### Speed up Shipments with

#### **STENCILING**

#### **BRADLEY'S**

- STENCIL CUTTING MACHINES
- . STENCIL OILED BOARD
- STENCIL INKS
- STENCIL BRUSHES



STENCILING YOUR
SHIPMENTS WILL
IMPROVE THEIR
APPEARANCE
AND SPEED DE-LIVERY.

We can furnish a machine to meet every requirement sizes ½" to 134" letters.

BRADLEY'S 5 IN 1 STENCIL INK IS INSTANT DRYING — NON-SETTLING. PROVIDES SHARP, CLEAR ADDRESSES ON CAR-TONS, CASES, ETC.



A. J. BRADLEY MFG. CO.

43rd Ave. & 9th St., L. I. City 1, N. Y. SERVING YOU SINCE 1896

#### WELL DISPLAYED IS HALF SOLD

# TRANSPARENT Plastic PACKAGING BOXES-DISPLAYS-CANS

Use the Modern Transparent way to package your products. Their display value will result in increased sales . . . bigger profits!



- CANDIES
- BAKERY PRODUCTS
- TOYS
- JEWELRY





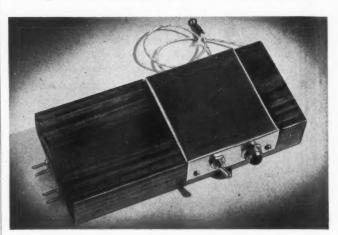
Write for New catalog and Packaging suggestions!

WEINMAN BROTHERS, INC.
Est. 1919
CHICAGO 10

#### Package doctor

Now being operated by the Fuchs Baking Co., South Miami, Fla., is a "package doctor," designed to aid in eliminating wastage of bakery products. Truck operators of the company carry with them the hand heat sealer illustrated below, which enables them to reseal "on the spot" bread, roll and cake wraps that have become unsealed through rough handling and defective initial wrapping.

The sealer consists of a small polished block of wood measuring  $8^{1}/_{2}$  in. by  $3^{1}/_{2}$  in., with a  $3^{1}/_{2}$  in. sq. covered heating element mounted in one end. A small switch



and pilot light are mounted on the side. The truck operator places the unsealed portion of the wrap on the hot surface for a second or two and then slides the package to the unheated surface to cool and seal. The element operates from the regular truck battery and is designed with a special coil to prevent injury to the truck.

The sealer, claimed by the manufacturer to reseal all common wrappers, is operated from the regular truck battery. It can be installed anywhere in the truck—preferably the cab—by fastening metal screws and connecting the wire from the sealer to the nearest hot wire or hot-wire terminal.

Frank N. Irwin, Jr., of South Miami, developed the sealer.

#### U. S. inspected food labels

The U. S. Inspected Foods Education Service, Inc., is making its copyrighted Shielded Consumer Information Panel (see "New Informative Label," Modern Packaging, July, 1945, p. 110) available to all canners who, operating under the U. S. Continuous Plant Inspection Service of the Dept. of Agriculture, voluntarily U. S. grade label their brands and to distributors of canned fruits and vegetables so packed and labeled.

Qualified canners or distributors desiring to incorporate the copyrighted SCI panel on their graded brands of fruits and vegetables should write directly to the USIFES headquarters at 745 Fifth Ave., New York 22, for complete details.



STRIKE THE RIGHT BALANCE WITH **DuPont** ellophane

Shows what it Protects—at Low Cost

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

so important in today's competitive business. Then you have a balanced package. To get this balance, simply select one of the 56 kinds of Du Pont Cellophane. It displays what it protects -at lowest cost.

The demand for Cellophane far exceeds the present supply. We are doing everything possible to hasten the time when we and the converters of Cellophane can again meet all requirements. E. I.

du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

JUNE 1947

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#### IS CODE-DATING AN EXTRA OPERATION IN YOUR PRODUCTION LINE?

#### MARKOMATIC "9"

AUTOMATICALLY MARKS PRODUCTS OR PACKAGES IN MOTION



Imprint code-dates, control numbers, sizes, content information on cartons, cans, bottles or products with no labor cost, no interruption of line flow. Electronically controlled MARKOMATIC "9" makes up to 80 inked or indented impressions per minute. Produces clean, sharp marks—precisely spotted—on regularly or irregularly spaced objects moving at speeds up to 75 feet per minute.

Used in packaging, wrapping, labelling or sealing operations as well as in conveying process, with little or no alteration of present equipment. MARKOMATIC "9" imprints flat or recessed surfaces with dies and inks specially suited for metal, plastic, corrugated board, wood, paper, textiles, etc.

Write for complete information . . . and state your exact marking requirements.

#### ADOLPH GOTTSCHO, INC. EMARKANS

183 Duane St., New York 13, N. Y.

MACHINES TO MARK WHATEVER YOU MAKE



#### Plastic bottle carrier

The problem of how to return empties conveniently, or bring full ones home from the store, is solved by this bottle carrier injection molded in three pieces of red cellulose acetate—the carrier proper and the two flat holders by means of which the bottle necks are gripped—and holding six standard bottles. The car-



rier is set down over the necks of six lined-up bottles and two holders are snapped into place. The carrier is then picked up and carried by its handle. The holders are made effective by two coil springs attached to them and to a projection on the underside of the carrier. They are not fastened elsewhere to the carrier, but are kept in their proper positions by a series of molded lugs.

CREDITS: Carrier, Rush Morgan Co., Lafayette, Ind.; molded by Amos Molded Plastics, Edinburgh, Ind., of Tenite made by Tennessee Eastman Corp., Kingsport, Tenn.

#### Frozen food standards study

Plans for what ultimately may be a nation-wide standards program for the frozen food packaging industry were gotten under way May 13 at a meeting in New York under the auspices of the American Standards Assn.

Some 22 representatives from eight trade and technical associations, two government groups and 14 companies in the field at a half-day session under the chairmanship of Cyril Ainsworth, technical director of ASA, asked the association to appoint a smaller study group with additional representation from frozen food packers to lay out a broad program of possible standards in the industry.

The scope of the working group, which will be appointed shortly, is so broad as to allow consideration of

# SHAYS.

#### DESIGN and PRODUCTION

- Counter Cases
- Floor Cases
- Counter Racks
- Floor Racks
- Packaging

#### C. J. PEARL

250 East 43 Street New York 17, N. Y. MUrray Hill 2-1444

#### OVER 1000 BECK SHEET CUTTERS

have been sold to lick the "cost thief" in cutting into sheets all kinds of transparent papers and other packaging materials. Particularly are the "ELEC-TRONIC-EYE" solving the sheeting problems of your competitors. Their unfailing performance for accuracy and high productions might also be the answer to your searching for profit producing equipment. May we answer your questions -NOW?

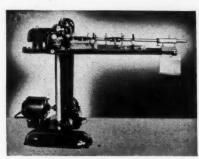


CHARLES BECK MACHINE CO.

13th & Callowhill Streets

Philadelphia, Pa.

SOLVES



Amsco Automatic Rotary Bag Sealing Machine

YOUR



Corley-Miller Wrapping & Sealing Machine

PACKAGING



Simplex Bag Making Machine

PROBLEM

YOU CAN cut costs and speed production at the same time-with Amsco Packaging Machinery. These three models are boosting efficiency in many plants right now. Other models for:

- bag sealing
  bag and carton weighing and filling
  bag aligning and conveying
  wrapping
  sheeting and gluing

ACKAGING Amsco Packaging Machinery, inc. 31 31 48th AVE. . LONG ISLAND CITY I N. Y.

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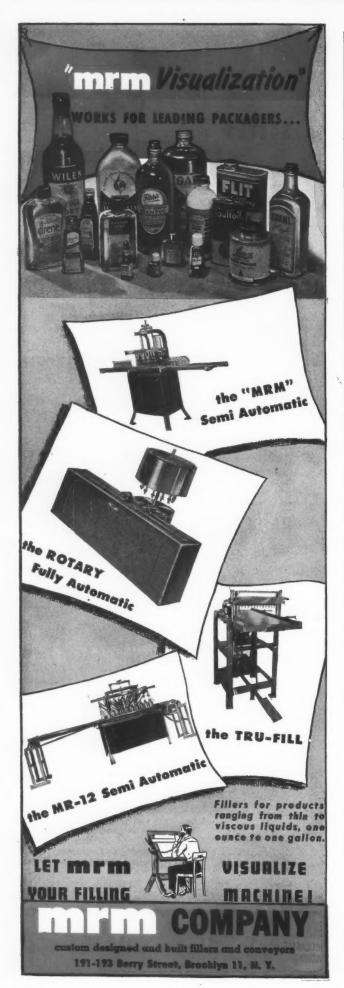
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not only frozen food package sizes, but also their materials, operation characteristics, etc.

The industry group at the same time informed Mr. Ainsworth, who is to be the American delegate at the first official meeting of the International Organization for Standardization at Zurich, Switzerland, on June 18, that the American frozen food packaging group did not yet appear ready to undertake an international standardization project.

Such a project already had been suggested for international action and one of the prime purposes of the meeting was to secure the advice of American interests so that this country's point of view could be reflected adequately at the Zurich meeting by the American delegate.

The trade groups represented at the meeting included: Packaging Machinery Mfrs. Institute, Frozen Food Foundation, Inc., Packaging Institute, Frozen Food Committee of the National Food Brokers Assn., Frozen Food Institute, Inc., Refrigeration Equipment Mfrs. Assn., American Hotel Assn. and American Society of Refrigerating Engineers. The National Assn. of Frozen Food Packers was not represented at the meeting.

Companies represented were: Packaging Machinery Co., Continental Can Co., Riegel Paper Corp., Pratts Frozen Foods, Inc., Van R. H. Greene, Specialty Paper & Board Affiliates, Fibreboard Products, Inc., Ashenfelter & Morrow, Inc., American Can Co., New Jersey Machine Corp., Cecil Boling Co., Food Consultant Service, Reol Co. and Bridgford Co.

The Quartermaster Corps of the War Dept. and the National Bureau of Standards of the U. S. Dept. of Commerce represented the government interests at the meeting.

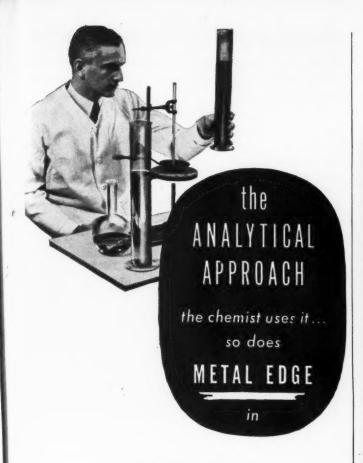
#### Canco allocation ends

Up-to-the-minute reappraisals of their 1946 needs for metal containers by customers in many lines will make it possible for American Can Co. to discontinue its allocation program on tin mill products as of July 1, according to W. C. Stolk, vice president in charge of sales.

Customers' estimates of requirements have been scaled down to a point of approximate balance with the company's anticipated 1947 plate receipts which, he said, promise to be the largest in history despite increased export allotments which have been made by the government.

This development does not alter previous estimates of the company's 1947 physical volume of about 50% over the 1936–40 average, Mr. Stolk said. Present indications are that in the case of a few items the demand will continue to be out of proportion to total 1947 requirements. Plans for additional manufacturing equipment have been made and until present customers' needs are met, Mr. Stolk pointed out, the company will have to continue the policy now in effect of accepting no new business.

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# PACKAGING MATERIAL HANDLING INVENTORY CONTROL

ENGINEERED TO YOUR SPECIAL NEEDS

Behind the amazing achievements of modern chemists are long hours of experiment, long years of accumulated experience. Equally careful analysis, and the fitting of a vast fund of packaging knowledge to specific requirements, often characterizes the

NATIONAL METAL EDGE BOX CO.

334 NORTH 12TH STREET PHILADELPHIA 7, PA.

JUNE 1947

# Kayco Flock

#### Deluxe Velvet Effect

was obtained on this pearl necklace presentation case by the use of Rayco "Raycote" in Cardinal Red. The case was created by C & M Manufacturing Co., Inc., Providence, R. I. Printing was by Strathmore Press, Boston, using flocked paper produced by Nashua Gummed and Coated Paper Company. Let us refer you to the latest methods for obtained synthetic surfaces of

VELVET • SUEDE • VELOUR • "SPANGLES"

WORKING SAMPLES FREE



110 Tremont St.

Central Falls, R. I.

195



The "Chieftain"—new Modern Clipper machine—represents a brand-new design in bag-making machines. It makes flat and square bags of all heat-sealing materials; cellophane, Pliofilm, foil and plastics—with a speed and efficiency never before equalled. No skilled operator is needed. Easy to operate, precise and economical. Has center seam gluing and duplex bag making attachments.

#### HEAT SEALS

Because a proper heat-seal keeps out and keeps in all atmosphere, it gives you *certain* sift-proofing and leak-proofing. There is no seal that can compare with a heat-seal for protection . . . no machine that can rival the "Chieftain" for versatility and high-speed operation.

#### MODERN CONTAINERS CO.

Export Division Charles Mahler 8 Bridge St.

3220 E. Olympic Blvd. Los Angeles 23, Calif. Exclusive European Distributor American Packaging Supply Co. Rorschach, Switzerland

#### Paper Converting

We fabricate or process special paper items to your individual specifications. Tell us your problem

#### Roll Printing

On Paper, Cellophane or Foil by Gravure or Aniline process. Spot or all-over designs. Stock printing rollers available for Christmas or other decorative patterns.

Also: Slitting, Coating, Tinting, Die Cutting

#### ST. CLAIR SPECIALTY MFG. CO.

160 E. Illinois St., Chicago 11, Illinois

#### Speed packing for flash bulbs

New emergency packing to speed shipments of fastselling Press 25 Superflash bulbs has been adopted by Wabash-Sylvania.

With bulb production far outstripping incoming supplies of standard sleeve wrappers and cartons used for packaging, the company is employing a specially designed papier-mache tray with conical separators, into which 30 of the peanut-sized bulbs fit safely and



Current shortages necessitated adoption of this tray pack for bulbs. Four trays fit into the shipping case.

snugly. Four of these trays are used in each corrugated shipping case containing 120 bulbs. Ten paper bags go along with each case to care for retail customers who buy these flash bulbs by the dozen.

Although intended for use only as a stop-gap during the present shortage of packaging materials, the emergency containers are being so well received that they may be continued indefinitely, according to the company.

#### Fruit and vegetable basket

The handy "Farm Pak" basket illustrated is collapsible and is shipped to fruit and vegetable growers flat. The basket also features a telescoping handle which may be pushed flush with the top of the basket for cross stacking and shipping and then pulled up for carrying.



The heavy corrugated blanks are die cut and reinforced by staples where the wire handles are to be inserted. When received, the baskets may be stored in a small space and made

up as needed. Printed in red and green with a basketweave pattern, the basket has space on the end panels for the grower's name and address and the type of produce packaged. It makes an ideal handy basket for home use after the produce is removed.

CREDIT: Basket, The Ohio Boxboard Co., Rittman, Ohio.



#### **Printing Press Features**

That Greatly Reduce Production Costs on 4 to 6 Color Rotary Press Printing

- Easy to make ready. All you need do is unlock the ink carriage. Turn the carriage hand wheel. Step in, register plates, adjust ink roller or raise tympan sheet.
- 2 Full view ink fountains, with micrometer control, are adjustable while the press is in motion.
- 3 Perfect register is guaranteed on sheet delivery or automatic hydraulic rewind.
- 4 Because of the specially designed tooth in Hess & Barker's bull gear, you are guaranteed 100% hair line register all through the job, at exceedingly high speeds. You make no adjustments when the speed is changed on Hess & Barker's press.
- 5 Long, steady, trouble free runs, on glassine paper or stock up to 240 lb. basis, have for the past seven years been produced at cost well under all competition.

To fully appreciate the capacity, exceedingly high speed and very low operating cost of Hess & Barker's 4 to 6 color rotary printing press, you should see the press in operation and this you are most cordially invited to do. Telephone or write for a demonstration time convenient to you.

A full color booklet will be sent FREE on request.

#### **HESS & BARKER**

PRINTING PRESS & EQUIPMENT MANUFACTURERS 212-22 S. Darien St., Philadelphia 7, Pa.

Telephone: Pennypacker 5-4070

# FIRST CHOICE for BAG MAKING—



More SIMPLEX'S are operated by bag users than all other bag machines combined. The great range of bag sizes it produces . . . its quick bag length adjustment without gear changes . . . its simple Electric Eye control\* for running printed rolls . . . the fact that it fabricates bags from heat sealing Cellophane, many thermoplastic coated papers, many types of Pliofilm\* . . . the fact that it makes flat or gusset style, single or double wall, folded or crimp bottom\* bags—these are just a few high-

spots of SIMPLEX superiority. Write for fully descriptive circular.

\*(Optional features).

Send for information about

#### MACHINES FOR

- ☐ Wrapping
- Bag-Making
- ☐ Bag to Carton Filling
- ☐ Bag Sealing
- ☐ Sheeting-Gluing
- ☐ Heat-Sealing (Hot Plates & Hand Irons)
- ☐ Sandwich Making



MANUFACTURERS OF CORLEY AND CORLEY-MILLER MACHINES

14 SOUTH CLINTON ST., CHICAGO 6, ILLINOIS

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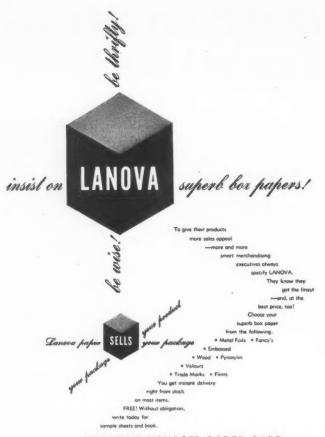
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LACHMAN-NOVASEL PAPER CORP.

109-111 Greene Stree New York, N. Y.

#### ACCURATELY CONTROLLED, CLEAN, EFFICIENT ELECTRIC



#### with WATLOW STRIP HEATERS

FOR
MELTING SOLIDS
HEATING AIR
and LIQUIDS
PRE-HEATING
DRYING

Accurately formed to insure close fit for rapid, efficient heat conduction. Watlow Units are resistant to burn-outs. Flat shapes and formed units in special sizes for temperatures up to 1000° F.

1½" width—6" to 72"—115V or 230V—150 to 3300W 2" width—4" to 43"—115V or 230V—100 to 1400W 2½" width—4" to 43"—115V or 230V—150 to 1575W 3" width—4" to 43"—115V or 230V—150 to 1900W

Send for Catalog of Heat- Immersion, cartridge, band ing Units and Ratings. heating units and hot plates.



#### Equipment and materials

(Continued from page 188) is 4 ft. long and weighs 150 lbs. A fold-over device can be installed as an integral part of the preheater attachment at an extra charge.

#### EXPENDABLE PALLET

A new type of expendable pallet, consisting of corrugated paperboard decks glued to round corrugated paperboard posts from 4 to 8 in. in diameter, has been announced by Addison-Semmes Corp., Racine, Wisc. Available in four-way fork entry, single- or double-faced types and in lift-truck as well as fork-truck models, the pallets weigh from 5 to 15 lbs. and are said to offer important economies.

#### PLASTIC TUBING IN ANY LENGTH OR DIAMETER

Precision Paper Tube Co., Chicago, announces that by use of a new electronic sealing process it is now in a position to supply flexible or rigid tubing in any length and diameter. This method makes it possible to convert thermoplastic sheet materials—whether transparent, translucent or opaque—of any type, composition, thickness and strength. Tubes with walls from 0.001 to 0.04 in. thick for packaging a variety of food and hardware items are being made by this process.

#### PRINTED MOISTUREPROOF TAPE

A new tape product said to be moistureproof and therefore suited for application to wrappers for frozen foods to be stored in deep-freeze lockers is available from Topflight Tool Co., York, Pa. These tapes may be printed with instructions, brand information and advertising messages. Applied at cool workroom temperatures, the company reports it seals firmly at a slight pressure and is not loosened by condensation or vapor.

#### For your information

(Continued from page 186) representing all important styles of lettering, the volume gives the historical development of present-day letter forms. Illustrated sections show the relationship between letter styles, decorative initials, pictures and typography as reflected in advertisements, book title pages, etc. The book retails at \$3.95.

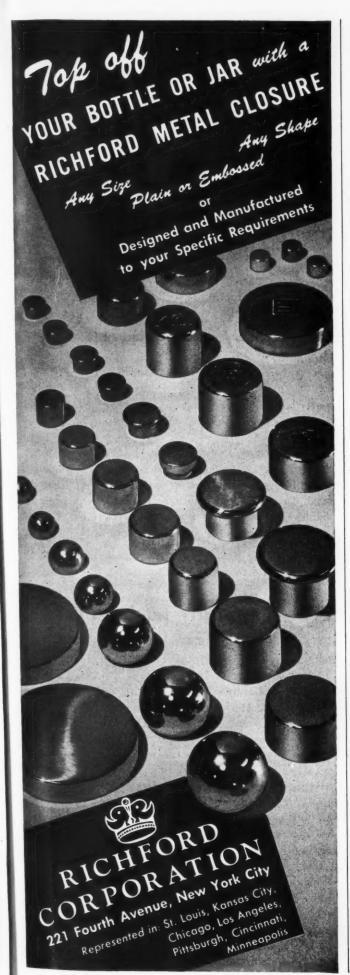
American Management Assn. held a general management conference and its annual business meeting on June 11. The conference, called to consider the current challenge to business leadership, included all divisions of the AMA—personnel, insurance, office management, finance, production, marketing and packaging.

The General Box Co., 500 N. Dearborn St., Chicago, announces the availability of a new booklet describing assembly and use of wirebounds, wirebound lagging and cleated corrugated.

Harry Alfred Noyes, president of Noyes Products, Inc., West Hanover, Mass., has published a treatise on frozen foods, including packaging requirements. It may be secured from the company, for 25 cents.

**Detroit Macoid Corp.**, 12,340 Cloverdale, Detroit, announces the availability of a new book, *Extruded Plastics*, containing basic data on various types of plastics, their comparative characteristics and their uses.

JUN



# PACKAGE YOUR PRODUCTS THE PETERS WAY

If you would like to reduce labor costs and increase the efficiency of your packaging department, replace hand packaging with the modern PETERS method.

Many plants that formerly used hand methods are now using PETERS automatic and semi-automatic machines, with substantial savings in production costs.

Let us show you how to increase your production and reduce costs.

Send us samples of the cartons you are now using. We will be pleased to send you complete information on the most economical and efficient machines to meet your requirements.



This PETERS JUN-IOR CARTON FORMING & LINING MA-CHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto a conveyor where they are carried to be filled. Machine can be made adjustable to handle several size cartons.

This PETERS JUN-IOR CARTON FOLDING & CLOSING MA-CHINE closes 35-40 cartons per minute, requiring no operator. After cartons are filled, they enter machine on conveyor and are a u t o matically closed. Can also be made to handle several different size cartons.



PETERS MACHINERY . COMPANY

GENERAL OFFICE AND FACTORY

4700 RAVENSWOOD AVE., CHICAGO 40, ILL.

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#### Standard milk package design

A new program of standard package design by the Borden Co. represents a new trend in the fluid milk field. Inasmuch as fluid milk products have only re-



All Borden's new cartons for milk and milk products now feature "Elsie the Cow" in a different design.

cently been packaged on a large scale in paper containers, competition has placed a premium on package identity.

Each container features "Elsie the Cow" to maintain identity of the Borden Co. Each product is packaged in a different colored carton with a different Elsie design. Instituted on a nation-wide scale, the program enables housewives anywhere to purchase Borden products in substantially the same container.

Credit: Design, Frank Gianninolo & Associates, New York.

#### Truckers study packaging

A meeting instigated by the weighing, inspection and claim bureau of the Motor Truck Assn. of Southern California resulted in the formulation of plans for the dissemination of information covering postwar packing methods and materials. In attendance were representatives of the Chamber of Commerce transportation department, Los Angeles Traffic Managers Conference, shipping container manufacturers and the motor freight industry.

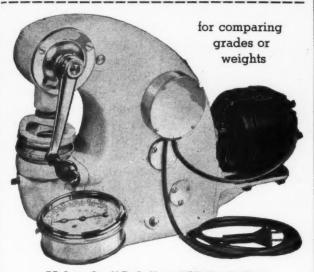
By making available to the shipping public information on the many new and improved packaging developments resulting from war experiences, it is believed that better shipping and packaging, a drop in loss and damage to shipments and reduced packing costs should result.

Regular meetings, to be addressed by nationally known authorities, will be held by the group to discuss such specific problems as interior packing, wrapping, strapping, adhesives, shipping cases, fibreboard paper and boxes, carrier handling, etc. The meetings will be open to the shipping public and to carriers.

JUN

Cady Precision Instruments

# TEST-WEIGH OR CALIPER PACKAGING MATERIALS



Makes the "Cady" or "Mullen" Test
CADY BURSTING STRENGTH TESTER

Conforms to CCC\* specifications-Automatic clamping 12 second cycle with automatic stop-uniform speed electric motor-Uniform hydraulic pressure-14" high, 22" long.

Write for prices.
\*Consolidated Classification Committee.

To check or compare Thicknesses of Packaging Materials

#### CADY DESK MICROMETER



to determine Uniformity. 6" diameter

measures in thousandths or half thousandths

> Quick — Accurate

Built like a watch — Write for prices and complete data.

We make Scales for Weighing Paper, Tissue, Box Boards.
Write for data.

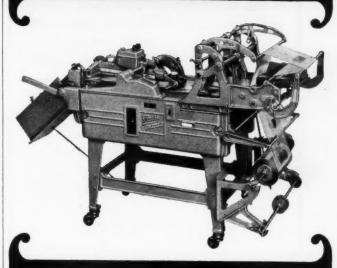
Pioneers in Paper Testing Instruments

#### E. J. CADY & COMPANY

549 W. Washington Blvd: Chicago 6, Illinois

INCREASE PROFITS

By Making Your Own Bags!



Nearly every business is run for profit. We increase efficiencies, reduce costs, speed production—all to make a greater profit. Now, if you use bags in substantial quantity, there is a handsome profit slipping through your fingers if you do not make your own. There might be even more profit in bags than in your own products.

Simplex Hi-Speed Automatic Bag Making Machines handle all of the thermoplastic coated materials in rolls up to 30" wide and turn out up to 5000 heat-sealed bags per hour in sizes up to 12" x 20". Buy plain or printed roll stock and make your own—get the quality you want—control your inventory—don't depend on anyone for delivery of bags.

Tell us the sizes of bags you use and the quantities, and the prices you pay, and we will submit some interesting figures to you. It's a promise. Write us today.

Simplex

WRAPPING MACHINE COMPANY
534 23RD AVENUE · OAKLAND 6 · CALIFORNIA

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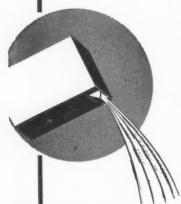
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#### FROM SEAL-SPOUTS

#### POUR SOME OF AMERICA'S BEST KNOWN PRODUCTS!

Yes, from Coast to Coast many big name granular packaged products use aluminum Seal-Spouts. That's because Seal-Spouts are easy to open...easy to pour...easy to measure. They keep contents safely



sealed and fresh longer Seal-Spouts are preferred by consumers everywhere. Seal-Spouts, available in various sizes, are automatically inserted in your plant on your packaging line.

Send us a sample of your product. We will return it Seal-Spouted.

SEAL-SPOUT CORP.

361 Jeliff Avenue

Newark 8, N. J.





#### Tarpaulins in packages

Packaged farm tarpaulins will soon be offered to consumers. Following a merchandising plan claimed to be radically new and revolutionary in the canvas products industry, H. Wenzel Tent & Duck Co., St. Louis, Mo., is now packaging farm tarpaulins in a single high-quality grade and in five standard sizes.

The manufacturer feels that its plan marks several advances: tarpaulins packed in cartons, labelled as to size and in one standard grade can be used by the jobber in attractive point-of-sale displays and will help him to conserve space and to carry a minimum inventory. The consumer likewise benefits, the manufacturer



believes, in that packaging secures the merchandise against damage in transit from manufacturer to jobber and in that with a standard grade he has only to select from sizes, thereby making for faster buying and selling. Illustrated is one of Wenzel's Eagle Brand Farm Tarps displayed in its new package.

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Before launching its new packaging program, the manufacturer conducted a research program to ascertain whether standardization and limited grading were desirable. Results showed that five standard sizes of a high-grade tarpaulin would meet practically all farm needs and Wenzel accordingly outlined and began to effect this merchandising plan.

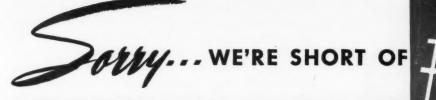
CREDIT: Cartons, A jax Corrugated Paper Co., St. Louis.

#### Ad value of label space

The label is becoming increasingly important to mass distribution in its capacity as an advertiser and a seller, said Charles R. Cosby, executive secretary of the Label Mfrs. National Assn., recently. Speaking on "The Advertising Value of Label Space" before the Advertising Club of Baltimore, Mr. Cosby substantiated his belief in the coming dominance of the label by viewing the historical trends characterizing present mass distribution methods.

He pointed out that the mechanisms of mass distribution have failed to keep pace with the increase in the number of products and with the service requirements of potential customers. The solution to these two failures Mr. Cosby sees in the diminishing importance of the sales clerk and the growing emphasis now placed on the label.

"For years it has been impossible for sales clerks to possess more than a superficial knowledge of the goods which they offer or display," said Mr. Cosby. "This is so well known to customers that their reliance is placed on the reputation and the claims of identified





#### BUT WE'RE DOING OUR BEST

TO KEEP UP WITH YOUR NEEDS



We knew, when we brought out this DAREX
#737 Resin Adhesive during the war, that we'd have a big market
for it in peace-time. And we have. Our DAREX #737 is used these days where a fast,
permanent, weatherproof seal is required, in such uses as bagmaking, boxmaking, export
sealing, wood-bonding, and in a wide range of industrial applications in which dependability,

speed and permanence are required, or where compression times are short.

Perhaps this is just the sort of adhesive that you need. There's nothing we'd like better than to sell you all the DAREX #737 that you require. But our raw materials are limited and the demand is great, so we can't promise to supply you. However, we think the situation is improving, and we suggest that you get in touch with our sales service organization. We would be happy to talk over your adhesive problems with you, and if possible, add you to our

list for the current supply of DAREX #737.

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And don't forget, we have other similar products which will do many of the jobs of #737, and others to boot!



PACKAGING DIVISION
DEWEY AND ALMY CHEMICAL
COMPANY

CAMBRIDGE 40, MASSACHUSETTS

JUNE 1947



Whenever evaporation threatens the quality of your product it threatens, also, the reputation of your firm. To prevent evaporation, moisture or air ingress, use a modern packaging device—Filma seal.\* Cap and seal are applied in one operation.



FERDINAND
\*Reg. U.S. Pat. Off.
and obroad

SINCE 1890.
3601-1416 AVENUE, BROOKLYN, N. Y.

#### Positive Product Identity \$

With printing on glass, plastic, metals



Lithographic labels on containers will not deteriorate, chip, peel, or rub off. Full brilliant color provides permanent product identity. Lithographed containers help develop brand loyalty—tie in with your advertising and point-of-sale efforts. Besides, the reproduction resists chemicals, solvents, water and heat. You can make your label work harder and longer if it is lithographed.

We also do spraying and printing on metallic, glass, or plastic containers and closures.

EASTERN CRAFT, INC.

SUCCESSORS TO

Eastern Art Craft Co.

1365 Boston Rd., Bronx 56, N.Y. DAyton 3-4809

and advertised goods instead of relying on irresponsible or high-pressured sales talk. The spoken words, therefore, exert a diminishing influence in the field of mass distribution. Instead, the printed words have become the source of confidence. Identification of the product is accompanied by the manufacturer's description of its nature and composition, his suggestions or advice, what can be done with it. This is informative or descriptive labeling. Nothing said by a sales clerk carries a fraction of the weight and influence of the label."

Because of the multiple demands that will increasingly be made upon the label as an advertising medium, Mr. Cosby emphasized that commensurate attention must be given to the design of the label itself.

#### **British cosmetic containers**

A critical shortage of cosmetic containers is said to be giving the British industry considerable concern and threatens to control export deliveries for some time. In London many firms are arranging the return of containers to permit continued deliveries being made.

This shortage is due largely to the shut down of manufacturing in England resulting from the cutting of electricity usage. Even where containers are made locally, a considerable number of the components are from outside sources; where these failed, as happened very often lately both in England and Scotland, the entire productive system of many plants was disarranged and stoppages resulted. This happened even when raw materials remained in adequate supply and power and labor was available.

The situation is said to have reached such a critical point that customers are being asked in many instances to return containers before being supplied with new deliveries. Bottlers have adopted this policy in theory but not always stringently in practice during the major portion of the war years, it is said, but now it is being extended to cover all sorts of products.

Glass containers are particularly scarce, as so much of the production is currently going into dairy uses. But cans, pottery containers, metals of all types, seals, special types of paper containers are all in very limited supply.

Manufacturers have depleted what stocks they carried and are now beseiging the container manufacturers for deliveries which they obviously cannot make until the present situation has been clarified.

#### CORRECTION

In the article, "Laminated Labels," (page 168, Modern Packaging, March, 1947) the R. N. Hollingshead Co. was incorrectly identified as the manufacturer of "Glim" shampoo. This product is manufactured by the General Aniline & Film Corp. and is packed for them by Hollingshead.

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# BRASS CAPS A number of stock sizes . . . plain or

A number of stock sizes . . . plain or plated . . . special designs developed. Screw machine caps made to order too . . . in Brass or Aluminum . . . plain or plated.



#### PLASTIC CAPS

Private mold caps and containers designed and produced for you in large and small quantities.



#### PLATING on PLASTICS

Your closures plated in beautifully finished Gold, Silver, Nickel and Copper. Bottles electroplated too.



when it's in a wooden chest, box or display case by ROCK. Boxes by ROCK are beautifully designed, sturdily built. Specializing in the design and manufacture of silverware chests, jewelry and display cases for many years has made our name synonymous with fine wood



#### Package for a bicycle

A new shipping container adopted by the Huffman Mfg. Co., Dayton, Ohio, saves more than 20% in warehouse and shipping space and provides additional protection to their products.

Four hundred bicycles can be loaded into shipping and storage space that previously held 300 packages in



old-style containers. Used for all bicycle shipments via carload, less-than-carload, truck and express routes, these new compact containers are said to have almost completely eliminated claims for damages since they were first introduced early this year. Only minor assembly operations by customers are necessary, according to Huffman officials, to assemble the two-wheelers shipped in the smaller containers.

Of 275-lb. kraft inside and out, the streamlined boxes use 11% less fibreboard per container and measure 56 by 9 by 29 in. as compared with the 73 by 6 by 36 in. dimensions of the old-type package.

CREDITS: Container, Inland Container Corp., Indianapolis, Ind.

#### Enemy patents now available

A group of eight patents relating to paper containers seized from an enemy national have just been made available for licensing, according to an announcement by Attorney General Tom C. Clark. He states that the patents can be licensed by American business on a royalty-free, non-exclusive basis for an administrative fee of \$15 per patent.

One of the patents—No. 2,248,535—covers a unique process and apparatus for the manufacture of a paper carton, explained Donald C. Cook, director of the Office of Alien Property. It has a folding closure and is saturated with paraffin or some similar substance for stiffening. During the manufacture of this carton, the creases of the closure are set so that the shape of the container is not disturbed when it is closed. These cartons may be nested for shipping.

A complete list of the patents available, together with licensing information, may be obtained from the Patent Use & Development Section, Office of Alien Property, Dept. of Justice, Washington 25, D. C.

JUN



# THE BEST MICRO-CRYSTALLINE WAX MADE BETTER

SERSEAL 1956 is the answer to the packaging industry's demand for a better finished laminant. Of a light amber color, it is a combination of high quality micro-crystalline wax, resin and high molecular weight -high viscosity hydrocarbon polymer.

70/75° C. Melting Point (ASTM D127-30) 31 Penetration (ASTM D5-25)

# IN POUT

Here is the laminant to use where extremely low moisture vapor transmission rate values are needed.

SERSEAL 1956 is especially applicable in glassine and foil laminations, due to its flexibility, resistance to flow under heat and controlled viscosity.

\* SERSEAL 1956 is a well balanced, finished product . . . proven in actual use . . . . no blending is necessary.

IMMEDIATELY AVAILABLE
IN 35 LB. PAPER BULKANS, 30 GAL.
28 GAUGE STEEL DRUMS, CARLOADS OR LESS

Samples upon request



COMMERCE OIL CORPORATION

rmerly HARRY R. LEWIS COMPANY

P. O. BOX 449 WARREN, PENNSYLVANIA

JUNE 1947

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# Now you can COUNT on REDUCED COSTS

for any machine or process!



POTTER electronic control is applicable to any machine or process having a requirement for high accuracy MEASUREMENT or CONTROL of discrete QUANTITIES, LENGTH, TIME, VELOCITY and FREQUENCY. Counting rates up to 15,000 per minute and higher are available. Photo electric, electromagnetic and other detectors are available to provide a complete packaged unit. POTTER electronic control effectively reduces production costs by substituting unattended automatic operation for slower manual or mechanical control. For full information or consultation write to Dept. 8B.





High Speed Pill Counter
In this application, a POTTER
predetermined counter and photoelectric detector count and
batch pills in precise quantities.



Automatic Stacking Control
Another labor saving POTTER
Installation. Sheet metal strips
conveyed from flying shears are
automatically stacked in piles.

FOR PACKAGING IN PRECISE QUANTITIES—pills, buttons, bottle caps, hardware.

FOR MEASURING AND CUTTING LINEAL FOOTAGE — fabric, wire, sheet steel.

FOR WINDING PREDETERMINED TURNS—coils, sutures.

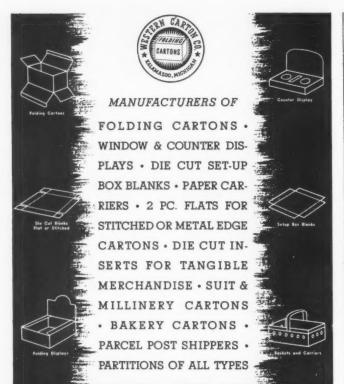
FOR PILING IN PRECISE QUANTITIES—tin plate, plastic, paper.

FOR CONTROLLING MACHINES — zippers, lathes, etc.



#### POTTER INSTRUMENT CO.

136-56 ROOSEVELT AVENUE, FLUSHING, NEW YORK



#### New Method Printing

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KALAMAZOO, MICHIGAN

CREATORS - DESIGNERS OF DISTINCTIVE PACKAGING AND SPECIALTIES
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CARTON COMPANY

WESTERN

For Any Shaped Surface Round, Flat and Difficult Shapes

On Any Material
GLASS, WOOD, PLASTICS,
BAKELITE and OTHERS

HAND PAINTING AND DECORATING on Small Novelties

Quantity Runs, of Course!

#### VERNE GILBERT, INC.

523 West 45th Street, New York, N. Y. Phone Circle 6-4233

#### Industrial paint labels

Colorful new labels adopted by the Sherwin-Williams company for its complete line of industrial lacquers



and enamels were recently exhibited for the first time in Cleveland.

Brown on top, with yellow and white lettering, the bottom section is red. A white line separates the two colors. The yellow cut-out box has black lettering.

#### Can makers hear of Army needs

Speaking before members of the Can Mfrs. Institute recently in New York, Maj. Gen. Thomas B. Larkin, Quartermaster General, paid tribute to the can makers for the quantity of "ideal" containers produced for armed forces use during the war years and asked continued research to fit containers to the changing needs of modern warfare.

Col. Andrew T. McNamara, chief of the QMC Subsistence Division explained the importance to successful fighting operations of saving weight and space. To illustrate improvements in the packaging of Army rations, he introduced two soldiers in full combat dress, one wearing the pack of six round ration cans containing food for one day and the other with a "bandolier" of six flat cans strapped across the chest containing sufficient food for six days.

Lt. Col. E. W. Bell, chief of the Equipment Section, Fuels & Lubricants Branch, Supply Division, described the type of fuel transportation that would be a probability of a future war, stressing the need to develop containers for airborne transport.

Col. Charles S. Lawrence, the commanding officer of the Quartermaster Food & Container Institute, described the criteria used in the development of Army rations, namely: (1) nutritive value, (2) acceptability, (3) stability and (4) utility. He asked can makers to increase their efforts to achieve greater flexibility in ration cans, both from the standpoint of shape and ease of opening.

JUN

Finger tip opening





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Your product –
just as you made it

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EALS

AND SEALING MACHINES

ALUMINUM SEAL COMPANY
NEW KENSINGTON, PENNSYLVANIA
SUBSIDIARY OF ALUMINUM COMPANY OF AMERICA

JUNE 1947



#### F. M. HOWELL & CO.

## Spee-Dee PROFITS,

#### WITH A SPEE-DEE FILLING MACHINE

● Greater efficiency and increased production are yours with the "Selective Speed" obtainable on a SPEE-DEE metered filling machine. Speeds may be selected up to 72 packages per minute and still allow EXACT net weight metering. The SPEE-DEE filling machine is constructed of stainless steel and aluminum throughout with all gears enclosed and all surfaces finely machined: Complete sanitation at maximum efficiency. Fillers, conveyors and packaging units designed by Karstrom give y



packaging units designed by Karstrom give you complete service and satisfaction.

#### REPRESENTED BY. . .

Peter D. Bowley & Assoc.—San Francisco Globe Manufacturing Co.—Philadelphia John Hughes Company—Washington, D. C. E. M. Noel Company—Boston Wrap-Ade Machine Co.—New, York

#### ALSO DISTRIBUTORS OF ...

Anderson Cellophane Bag Maker • Felins Pak-Tyer tying machines • Knapp-Wrapp wrapping machines • Star Popcorn machines and • Wrap-Ade Heat Sealers

WRITE, WIRE OR PHONE



#### Polyethylene price cut

Bakelite Corp. has announced a reduction of prices on quantity lots of Bakelite polyethylene from 53 cents to 49 cents per pound and colored compounds based on this resin from 63 cents to 56 cents per pound.

This price reduction is the third one that has been made since mid-1942, bringing the new price level of polyethylene to a point 51% lower than it was at that time. New plant construction, which will be completed by the middle of next year, will double the present output of the material.

#### Giant pipe display

These giant-sized Kirsten pipes, exact scale facsimiles of the well known metal-stemmed pipes made by the Kirsten Pipe Co., have been designed for windowdisplay in stores of retail dealers.



They were first used in the company's home city of Seattle, Wash., where they proved so popular that it was decided to produce them for nation-wide use. Regional representatives for Kirsten have been given a supply of the displays and will rotate them among their dealers.

Comparison with the normal-sized pipe placed on the first box indicates their huge size. They are 48 in. long, hand carved from wood and finished with aluminum paint to simulate the metal radiator. They rest upon huge wooden boxes fitted with metal-hinged lids. When ready for transfer to dealer stores, the giant pipes are enclosed in the boxes and the metal handles on the ends serve as a convenient method for carrying them.

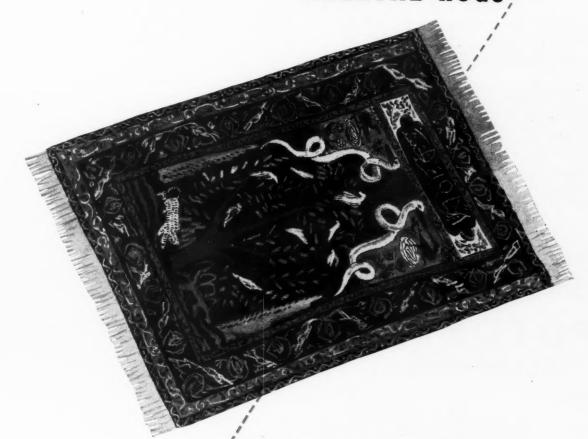
#### OMISSION

The VitaMENU label illustrated by a tip-on in connection with the article, "The Menu Label," in our May issue was conceived and produced by the United States Printing & Lithograph Co., which holds all rights to the idea. We regret that well-deserved credit to the label maker was inadvertently omitted at the end of the story.

JUN

There is nothing quite so fine ---

ORIENTAL RUGS



## ALUMINUM FOIL

Basic, revolutionary improvements in machines and processes are naturally reflected in the calibre of technical assistance available. In the opinion of many converters and users, no other manufacturer offers such a concentration of abilities.



COCHRAN FOIL COMPANY, INC., LOUISVILLE 10, KENTUCKY

JUNE 1947

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OUTSTANDING EASTERN Tubular Container Manufacturer has opening for representation in Chicago, Ohio, New England and Pennsylvania areas. Organization must have knowledge of the Packaging Field, coupled with aggressive and adequate sales representation. Reply, giving full particulars of your organization. Box No. 534, Modern Packaging.

SALES REPRESENTATIVE or Manufacturers Agents Wanted in most leading cities by progressive Mid-Western converting plant specializing in laminating, coating, impregnating and embossing of various types of packaging and decorative materials including foil, paper, acetate, etc. Give details in first letter. Box No. 507, Modern Packaging.

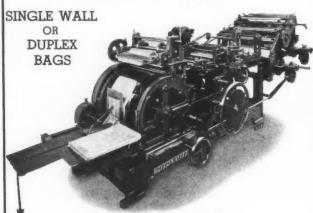
WANTED—AUTOMATIC Equipment used or New 60 per minute or better. Carton former, liner, weigher, or, powder filler, bag sealer and carton closer. Also Stokes & Smith Transwrap Package Machine, Fred Goat Company's complete unit, Satchel Bag Packaging Machine or Benco Bag Inserter and carton former. Will pay cash, desire immediate delivery, consider similar equipment other manufacturers. Advise promptly Box No. 541, Modern Packaging.

FOR SALE—I International Carton Gluer, Model F.C. 218, max. blank flat width 24", min. 6"; 1 Inman Universal Automatic Setting-up Machine; 1 Ferguson Automatic Case Sealer, Model "D" top and bottom gluer complete with compression unit. Samuel C. Stout Company 343 South Dearborn St. Chicago, Ill.

WISH TO purchase sheeting machine with an electric eye, suitable for cellophane. Box No. 538, Modern Packaging.

FOR SALE: General Foods Moisture Vapor Transmission Cabinet, \$300.00, laboratory knife coating machine—maximum sheet size 10" x 14", \$100.00, and Analytical Balance, \$65.00. Box No. 539, Modern Packaging.

POTDEVIN CELLOPHANE



#### BAG MACHINES

High-Speed — Vertical Delivery — Automatic Counting

Check these three important features of the Cellophane Bags produced on a POTDEVIN; (1) easy opening lip, (2) clipped corners to prevent side splitting, (3) rolled edges;

Also manufacturers of high-speed Grocery Bag Machinery. Aniline and Oil Ink Printing Presses, and Gluing machines.

POTDEVIN MACHINE CO.

1244 38TH ST. BROOKLYN 18, N. Y.



PACKAGING DESIGNER—We have an opening for a designer who is brimming with ideas and enthusiasm, and who is looking for an organization where his ideas can bring maximum advancement for himself. This large, nationally known company manufactures a wide variety of packaging products. It has an outstanding record for aggressive promotion and rapid growth, with the organization, the courage and the know-how to put new ideas ross. Designer must have a sound color sense, plus the practical experience which will enable him to work intelligently with production men and packaging users. A good starting salary and generous bonus plan will make this position highly attractive to the right men. Our employees know of this advertisement. Box No. 536, Modern Packaging.

PACKAGE DESIGNER and sample maker. Manufacturer of fancy set up paper boxes, round boxes and transparent packages located in the Middle West is looking for a man with original ideas and creative ability. The company is aggressive and fast growing. Give complete details as to age, education, experience, salary, etc. Box No. 535, Modern Packaging.

FOR SALE-3 New Wrapping Machines

Battle Creek Wrapping Machine Co. Model #46. Adjustable

Can be Converted to wrap products pre-packaged in rigid, rectangular containers.

Equipped with heatsealing units, Electric Eye Registering Device, with ½ H P 3/60/220-440 Motor.

For details, contact V. Zirkuly, 10th Floor, 595 Madison Ave., New York 22, N. Y. Phone VOlunteer 5-6420.

FOR SALE—New Carton Filler with Opener & Closer

Food Machinery Corp. Fig. 4450 Model 15.

**Uses Marathon Corporation Carton.** 

For Filling Peas, Lima Beans, Corn, etc., into 4" x 5" x 134" Cartons. Equipped with "No Carton—No Fill" Device with 3/60/220-440

For Details, contact V. Zirkuly, 10th Floor, 595 Madison Ave., New York 22, N. Y. Phone VOlunteer 5-6420.

EXCELLENT OPPORTUNITY for man who has a following in the Drug, Cosmetic and Chemical Line to secure packaging work or contracts for bottle filling and labeling; also tube filling. Very interesting offer. Write box No. 537, Modern Packaging.

CHIEF EXECUTIVE-Available After May 1st.

The Man: Young, excellent education, dynamic and aggressive. Current Position: That of Vice President and General Manager expiring due to desire of present employer to retire by liquidation. Experience: Thorough knowledge production of paper and paper board and conversion of same including both set-up and folding containers along with transparent packaging and specialty printing. Definite National contacts and excellent mill connections. Capacity: Engineering background and successful experience with all phases National Sales Programs together with production engineering and managements financial responsibilities for both large and small corporations, presupposes a proved capacity as a sales executive and as an able administrator. Earnings In the five figure bracket. Location, Eastern Seaboard preferred. Box No. 540, Modern Packaging.

JU



# A GOOD DISPLAY IS USED.. AGAIN, AGAIN and AGAIN!

CASE HISTORY: This Alka-Seltzer Window Display was distributed to drug stores throughout the United States early in 1945. It recently was seen in 3 different store windows, in as many cities, during a survey covering 30 towns and cities in Rhode Island, Eastern Massachusetts and New Hampshire. The three storekeepers, interviewed, stated they make

a practice of saving GOOD displays after their first showing, and re-showing them again and again.

This window display, created and lithographed in full color by FORBES, still is in active use over 1½ years after distribution.
 Storekeepers give GOOD displays many showings. Supply YOUR dealers with GOOD displays—FORBES displays.

# FORBES

NEW YORK CLEVELAND

LITHOGRAPH CO.

P. O. Box 513 Boston 2

CHICAGO ROCHESTER

JUNE 1947

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## Announcing a RATE REDUCTION

### MODERN PACKAGING

Beginning with the July 1947 issue

A reduction in rates is the most important news we've had in years. Why reduce rates in the face of an inflationary spiral? There are just two reasons—we think they make sense:

- In order to do our part to help bring down selling and merchandising costs we are willing to take
- Business is good. Our circulation is higher and advertisers are buying more space than ever before in our history.

WHAT YOU GET — The rate reduction starts with the July issue and applies to all contracts bearing the 1947 rate. Advertisers will enjoy a lower cost per 1000 paid circulation than in 1939. In fact, the cost per 1000 paid circulation as of 1939 has never been exceeded. On the basis of the full page 12-time insertion rate, advertising in MODERN PACKAGING now costs approximately only \$19.00 per 1000 paid A.B.C. circulation.

WHAT YOU DO NOT GET - There will be no reduction or sacrifice in editorial excellence of MODERN PACKAGING.

NEW RATES	- CUNINI	NG WIT	H JULY	1947	ISSUE	
NEW RATES	12-time		6-ti	me	1-tir	New
MODERN PACKAGING		New	Old	New	Old	\$285
me -	Olu	-	\$275	\$260	\$300	
	\$250	\$235	1	150	180	170
Full page	140	130	160		100	95
Half page Quarter page	80	75	90	85	1 100	



MODERN PACKAGING CIRCULATION - 12,000



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For REGAL SHOE COMPANY

Variable Designation Marking on Parts, Product and Package—Start to Finish



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JUNI



Marking

by MARKEM ... of course!

THE PROBLEM: To speed marking and identification all down the line, thus speeding production and reducing selling time. Considering the number of sizes, widths and styles involved, and the many and varied leather parts which go into the making of a single shoe, each of which must be clearly marked after cutting for quick identification in further operations—here was a tall order.

THE SOLUTION: Use of MARKEM Service — methods, machines and inks — all down the line, start to finish. Now case numbers and numbers of pairs are filled in on the mimeographed piecework payrolls tags by a machine which automatically feeds and prints them simultaneously, at a speed of 250 imprints per minute. Now all upper leather parts are "match marked" quickly after cutting, to insure that pieces of the same color and weight of leather will be used in a given shoe. Now also quarter linings are clearly stamped with size, width, case and stock number for rapid identification by shoe clerk and customer; the name "REGAL" is stamped in gold on the heel pads; and the shoe box is marked in a color and type-style to harmonize with the attractive design of the box — all with MARKEM machines and inks — and all in short order.

LET MARKEM solve your problem. MARKEM service includes method, machine and inks to meet your individual requirements of speed, material and purpose, whether in marking boxes, bottles, labels, or the product itself. Tell us your needs; we'll do the rest.

MARKE MACHINE COMPANY KEENE, N. H.

PACKINO 316975

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ACKAGING A BRESKIN PUBLICATION

Published by Modern Packaging Corp., 122 East 42nd Street, New York 17, N. Y.

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GING



Amos Molded Plastics Corp. for Alden Plastics Corp., N.Y.

# Lustron

for

#### sentimental seasons

Whatever the occasion, sparkling Lustron packages create atmosphere that makes for faster sales. This versatile Monsanto polystyrene offers the package designer unlimited opportunities for attractive eye-appealing design and embodies the qualities essential in a protective container.

Check these Lustron packaging qualifications with your product in mind:

- 1 Inherent color with a rainbow range to choose from—both clear and opaque.
- 2 Superior resistance to chemicals, acids and moisture.
- Adaptability to high speed molding techniques offers numerous possibilities in shape, surface and size—at low cost.
- 4 Light weight—less than half as heavy as glass.
- Dimensional stability that assures freedom from warping and permits the design of reliable friction—fit closures.

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6 Freedom from taste and odor.

You can capitalize on these qualities by putting your product in Lustron. Get full information from your box supplier or direct from: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield 2, Massachusetts.

Lustron: Reg. U. S. Pat. Off.



MONSANTO
CHEMICALS --- PLASTICS

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SERVINE INDUSTRY WHICH SERVES MANKINI



Awards make nice front office decoration. Besides, we're particularly pleased because this recognition comes from the members of our own Industry.

Of course, we didn't have prizes in mind when we manufactured the Plaster Pencil Display or Ken-L-Biskit Carton. We were intent on producing the best sales packages possible for a couple of smart nationally-known merchandisers. Within our Company, research, manufacturing and sales work together to deliver this kind of service to every customer. Carton Buyers know that centering responsibility in one organization makes purchasing easier, frequently brings awards—invariably produces finer sales-getting packages.

Competing with two hundred of the nation's best folding cartons in the annual 1947 Packaging Competition sponsored by the Folding Paper Box Association of America, two Michigan Cartons won three awards. The clever Schalk Chemical Company Display at the right was judged the outstanding package of the year, receiving the Grand Award and First Award. Quaker Oats Company's new Ken-L-Biskit Carton received honorable mention for superiority of printing and art work.





PACKAGING ENGINEERS FOR THE NATION'S TOP PRODUCTS

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...for bowls, jars and kitchen appliances, or for foods...there are plastic covers or bags by Keko.

And for the entire Keko "family," Shellmar supplies beautifully designed, colorfully printed envelopes of Cellophane.

All carry a common color scheme, but each

is individualized by clever emphasis on a different color.

Shellmar's creative staff is expert in the production of package "families." If you have a "family" of products that needs dressing up, let us help you do the job handsomely.

Sales Offices in Chicago, New York, Cincinnati, Cleveland, Detroit, Kansas City, Minneapolis, San Antonio, Atlanta, Baltimore, Boston, Philadelphia, Pittsburgh, Los Angeles, Salt Lake City, San Francisco, Seattle



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